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241  
Sept.  
'83

# MAD

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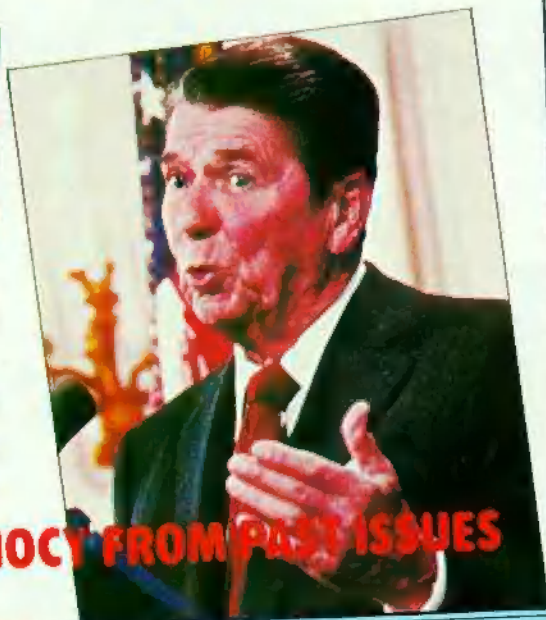
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# MAD

"Most people can't stand a poor loser... or a rich winner!"—Alfred E. Neuman

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**NICK MEGLIN** senior editor    **JOHN FICARRA** associate editor

**GLORIA ORLANDO, CELIA MORELLI, M. C. GAINES** subscriptions

**JACK ALBERT** lawsuits    **ANNE GRIFFITHS** logistics

**CONTRIBUTING ARTISTS AND WRITERS**  
the usual gang of idiots

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## VITAL FEATURES

**"KNUT  
RIDER"  
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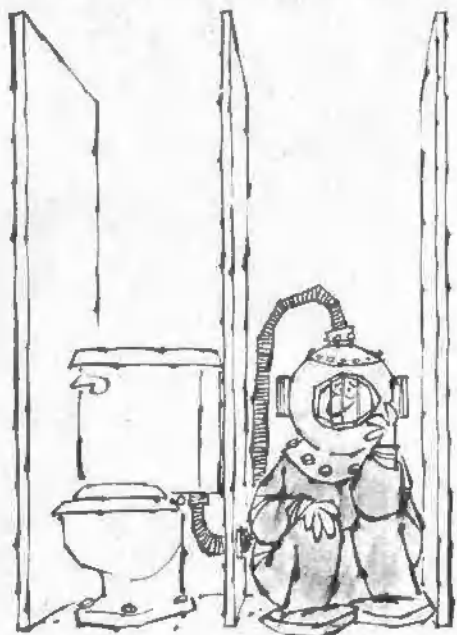
**A  
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DREGS"  
(Another  
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Satire)  
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## FREE OFFER!

Yessir, this ad... offering our full-color portraits of Alfred E. Neuman, MAD's "What-Me Worry?" kid, suitable for framing, wrapping fish, training puppies, lining bird cages, etc.... is FREE! The portraits, however, are not! They're gonna cost you! So mail 60¢ for one, \$1.25 for 3, \$2.55 for 9, \$5.15 for 27 or \$10.35 for 81 to: Mad, 485 MADison Avenue, N.Y., N.Y. 10022. (C'mon! Admit it! We conned ya again!)



## LETTERS DEPT.



### SLIPPING US A MICKEY

I always said yours was a Mickey-Mouse organization. The cover of MAD #239 was the clincher.

Laureen Sloane Kutz  
Staten Island, NY

Oh, shut up, Goofy!—Ed.

### HELLO? HELLO?

Well, you guys really did it to me this time! Like a schmuck I took heed to your directions under "MAD's New Exclusive Built-In Microphone" on the cover of MAD #239. I spoke into it to see if you could hear me and it was busy. I tried the issue underneath and got charged \$1.45 for the first three minutes! Now I'm doing time in the Happy Dale Sanitarium for yelling obscenities into a magazine!

George R.M. Wright  
West Yarmouth, MA

Shame on you! And you kiss your mother with that mouth!—Ed.

On the cover of Issue #239 I tried talking into your built-in microphone. Why doesn't anyone answer? I've even tried depositing a dime.

Darby Singleton  
Willsboro, NY

Dear Electronic Wizzes:

I would like a replacement copy of my June issue. Last night while I was trying to sleep, a CB radio transmission came squealing out of the microphone on the cover. I can only assume that the issue has been miswired.

Brett Angus  
Bedford, MA



The MAD Microphone: Defective?  
Should There Be A Giant Recall?

### LOOK MA, NO ARMS!

Your "Defense Contractor Of The Year" was hilarious. If no one else can produce a crapper costing half a million bucks, the Pentagon luminaries will surely meet the challenge.

Andrew D. Jackson Esq.  
Whiting, Indiana

## MX MARKS THE SPOT

I want to congratulate George Woodbridge and Paul Laikin for a job well done on the MX Missile article. However, I'm almost positive that they forgot one of the best hiding places...

Christopher "Monk" Weide  
Glenwood, IA



### The #1 Hiding Place For The MX Missile?

Your "Places To Hide The MX Missiles Where They Will Never Be Found" was a Bomb!

Brent Roberts  
Cleveland, TN

Re: your article on where to hide the MX missiles, I didn't know there was a straight bar in San Francisco! Could you please send me the address? I could use a drink!

James Werner  
San Francisco, CA

### THE BIRDS AND THE BEES

When I was in the store purchasing your Fall 1983 Super Special on Sex and Love, I found it near Playboy and Hustler. I had to plead with the manager to allow me to buy it. The pleading wasn't worth it!

Joe Hainthaler  
N. Haledon, NJ

That's the way it is with sex. It usually isn't worth pleading for.—Ed.

### MAD MATH

In your intro to "More Parental Non-Sequiturs" you referred to "Parental Non-Sequiturs" (July, 1974) as appearing eight short years ago. Perhaps the clod who wrote this meant eight LONG years ago... mainly because 1974 was NINE years ago!

Marty Tabnik  
Newport Beach, CA

Time flies when you're having fun!—Ed.

### ALL THE NUDES THAT FIT TO PRINT

I liked your satire on "Simon And Simon," but I have one question: Why don't you put nude pictures in your satire? I don't read your magazine every month, but if you had nude pictures in it I would certainly start.

Robert Palin  
Winsted, CT

Great idea! Let's start with some pictures of your mother!—Ed.

### "THIS IS A TEST"

I want to congratulate you on your June 1983 issue. You've gotten back to the original satirical values you made famous so many years ago. I especially liked "This Is A Test." It was original, witty, humorous, funny and had never been done before. The "One Fine Afternoon At The Dentist," however, has been done before. But it took me two hours to go through my collection of MAD's just to find it.

Rich McGuigan  
New Albany, Indiana

Your "This Is A Test" was all wrong. There is no article in MAD that takes less than seven minutes to read. For most MAD readers it takes at least two minutes to read one sentence.

Jim Richter  
Osgood, IN

"One Fine Afternoon At The Dentist" gave me a feeling of "deja vu." Underneath "This Is A Test" is the unmistakable Don Martin cartoon which appeared in MAD #230. Was MAD caught in a time warp as a result of a nuclear explosion?

Andre Bordeleau  
Ontario, CANADA

About 90% of "One Fine Afternoon At The Dentist" is missing. Too bad the rest of the magazine isn't like that.

Curtis Hoover  
Jacksonville, FL

If there was 90% less of MAD, pal, that would leave you with absolutely nothing to do in Jacksonville.—Ed.

### A LITTLE FLATTERY

How could you publish Scott Crom's letter in your last issue?? He has only been reading MAD for 25 years. I have had a subscription for 27 years! I have written a number of letters to MAD over the years, none of which have ever been published. If I had said really nice things like Mr. Crom did, would that have helped? Should I also have suggested raises in your princely salaries? Should I have told you how wonderful and perceptive your satire is? Please let me know if saying any or all of these things will help me to get a letter published in your magazine.

Walt McCarthy  
Wayzata, MN

Yes, Yes and Yes.—Ed.

### COURTING DISASTER

My verdict on Torres and Hart's version of "The Verdict" is that they're guilty of clogging the drain in my kitchen sink when I tried to stuff the article into my garbage disposal. The sentence? Keep on doing satires until they get it right!

Conrad P. Felber  
Ontario, CANADA

My verdict? I found "The Verdict" and MAD Magazine to be not guilty by reason of insanity.

Bob Corrigan  
Chicago, IL

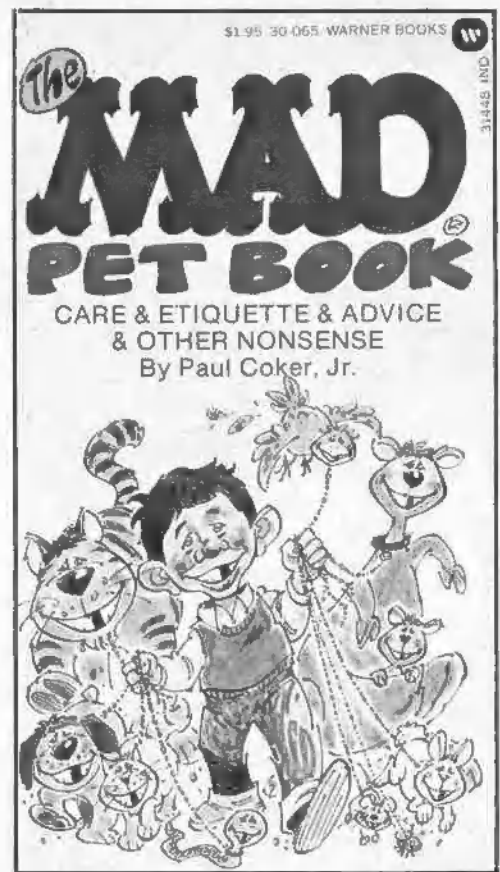
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- ☐ The Eggs-Rated MAD
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- ☐ MAD About Town
- ☐ DON MARTIN Steps Out
- ☐ DON MARTIN Bounces Back
- ☐ DON MARTIN Drops 13 Stories
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- ☐ DON MARTIN Cooks
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- ☐ DAVE BERG Looks Around

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- ☐ DAVE BERG Looks at You
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- ☐ AL JAFFEE MAD Inventions
- ☐ Lord! Another JAFFEE Snappy Answers
- ☐ JAFFEE Freaks Out

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Hey, Gang... have you seen the TV show that starts off like this each week?



A YOUNG LONER ON A CRUSADE, CHAMPIONING THE CAUSE OF JUSTICE. HIS MISSION: TO GIVE HOPE TO THE HOPELESS. HELP TO THE HELPLESS. HAP TO THE HAPLESS...

... AND IN SO DOING, CREATE ENDLESS JOBS FOR THOSE WHO FIX CARS, REPLACE PLATE GLASS WINDOWS AND DO A MILLION KINDS OF REPAIRS. WE'RE TALKING ABOUT MICRO KNUT...

*It's all here...! Cars, crashes, chases and curvy chicks! What more could you want? A story? Some sense? An interesting plot? C'mon, Gang! This is...*

# KNUT





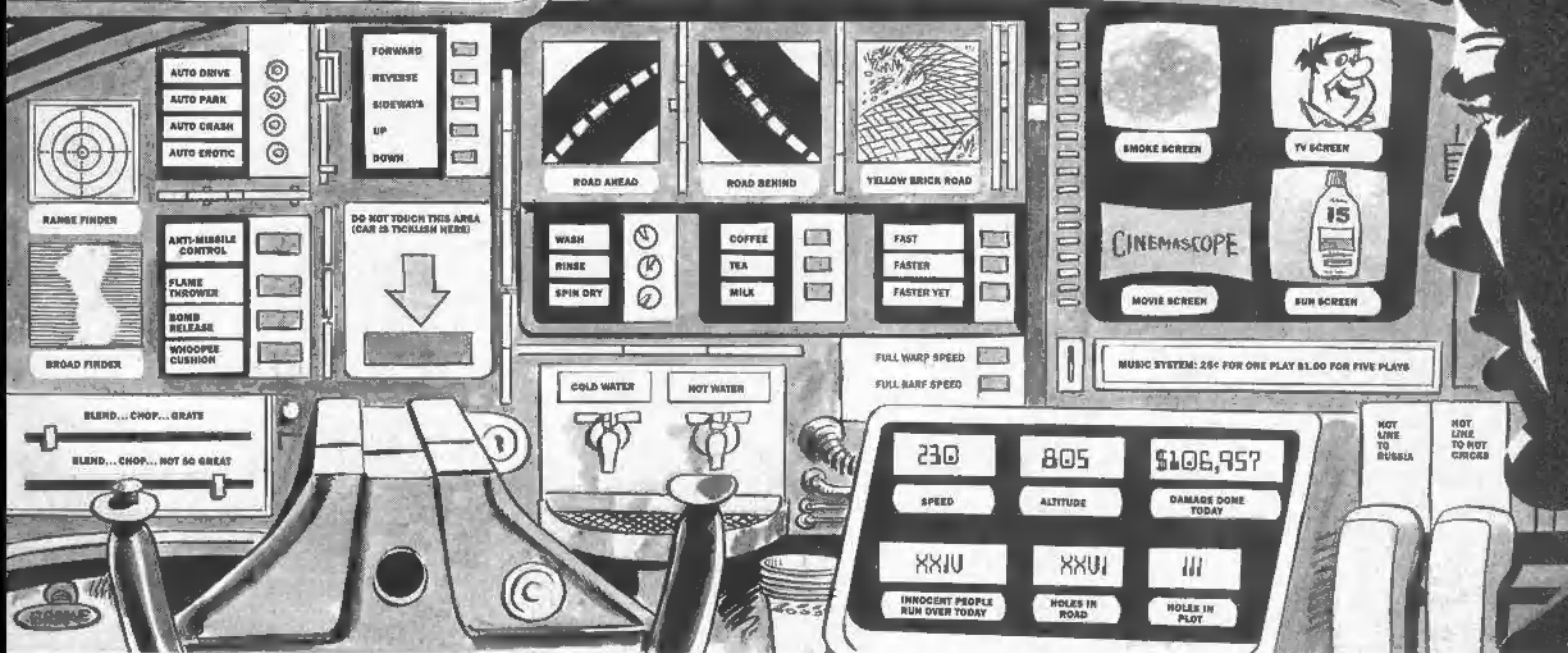


PUSH HERE FOR READOUT OF 50 TOP CRIMINALS ACCORDING TO THE FBI

PUSH HERE FOR READOUT OF 50 TOP TUNES ACCORDING TO "BILLBOARD"

PUSH HERE TO CHANGE STATIONS AND SEE WHAT'S HAPPENING ON "DALLAS"

Boy, I sure do miss having a glove compartment!



...AND HIS FABULOUS SPECIAL CAR, KITTY...

ARTIST: ANGELO TORRES WRITER: DICK DE BARTOLO

# TRIDER



Okay, where's the **gorgeous GIRL** that's probably messed up in this murder?!

There **ARE** no gorgeous girls here!!

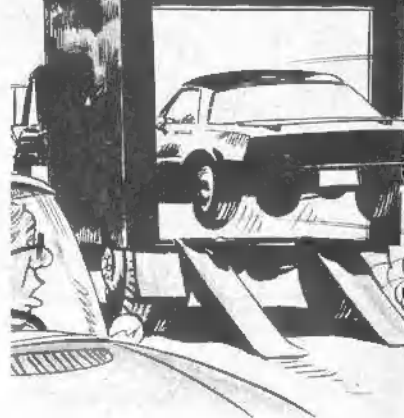
And you expect me to solve a crime?! **Forget it!** Come on, Kitty! Let's get out of here! **No girls! No help!**

Couldn't you at least **GO OUT** the same hole you **CAME IN**!?

That would be absolutely no fun for my car!



THERE IS NOTHING SUSPICIOUS ABOUT A GLEAMING BLACK TRUCK WITH SKIDS DRAGGING ALONG BEHIND IT AND A COMPLETE SERVICE STATION INSIDE. SO JUST MIND YOUR OWN BUSINESS!



Micro, you've gotten **real good** at driving your Kitty Car into this moving truck! Now, if you'll just learn to hit the **brake** a bit sooner!!

I've **TOLD** him that, but he **never** listens!

**Shut up** before I let the air out of your tires!!

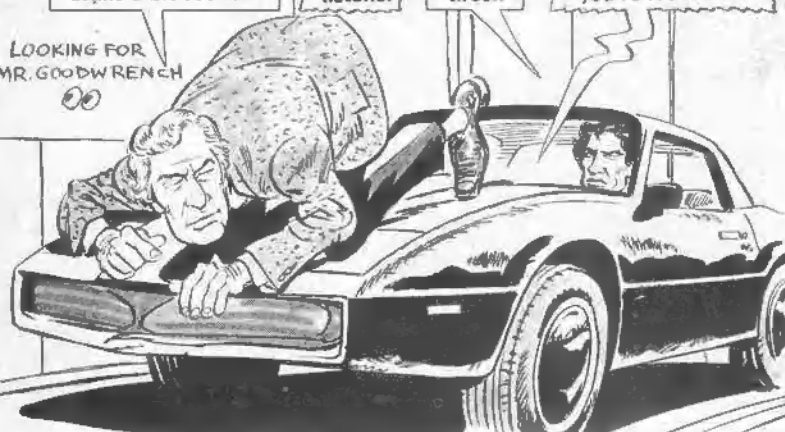
**YOU** shut up... before I let the air out of your hair style! Without that "wind-blown" look, you're **NOTHING**!

Will you stop that constant **bickering**?! I've called you here because there's a story in today's paper that just doesn't seem to make any sense! I think we should look into it! In a word...

The President of Hoodwink Research Corporation went on a long business trip ... and disappeared from the face of the Earth!

Wow! That **IS** a long trip!

LOOKING FOR MR. GOODWRENCH



**Today's Paper**  
A STORY THAT JUST DOESN'T SEEM TO MAKE ANY SENSE!  
Details on page 5

It seems that this guy had developed a liquid so potent that a person could swallow **one drop** and not need food or drink for a whole year!

However, there was just **one small problem!**

What was that?

The stuff tasted like **LIVER!**

While you gentlemen are discussing this week's caper, I'll **program** Kitty with all the necessary information! I also want to give it a **grease job!**

How come you pay so much attention to that car, and none to me?!

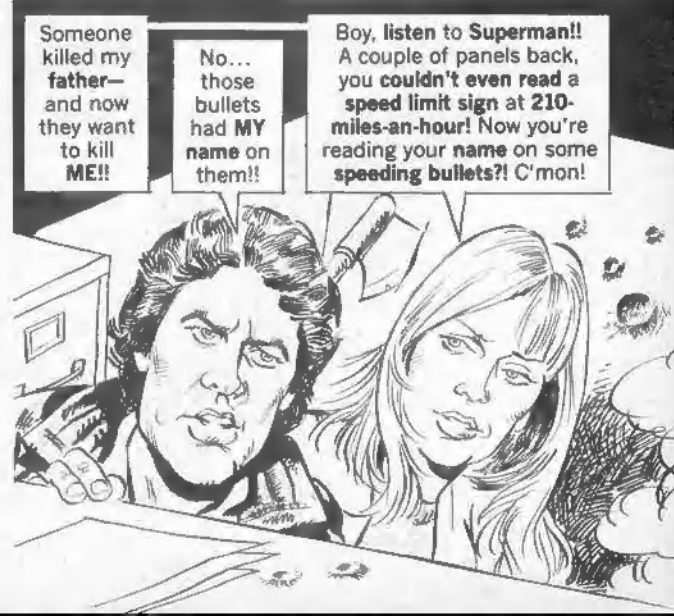
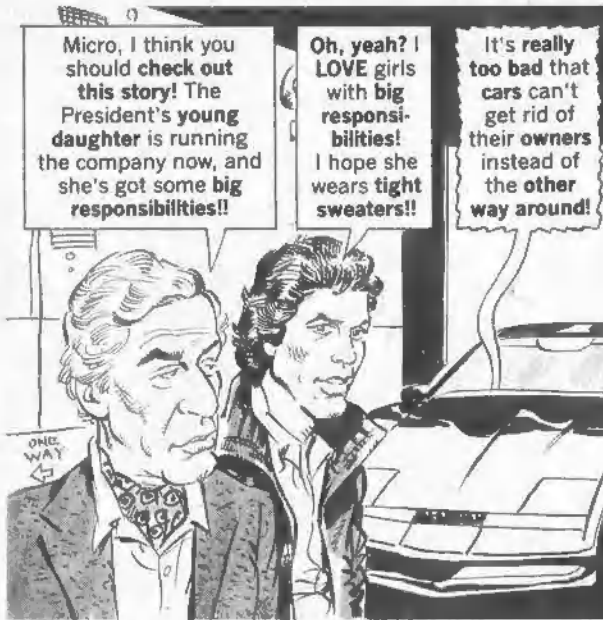
Because I **KNOW** how to turn the **CAR** off!!



**SPORTS**  
PAUL NEWMAN WINS AUTO RACE. PAUL WILLIAMS COMES UP SHORT.







I don't think we're going to catch them at this speed!!

What are you talking about?! We're doing over 400-miles-an-hour!!

I know... but in the **WRONG DIRECTION!** The gunmen drove off the **OTHER WAY!!**

**SCREEECH**  
**ZOOM**

Did you ever think I could turn around that fast???

No... never!!

Okay... now we're really going to put on some speed! Hang on!!

Tower... this is American # 289 coming in for a landing! What traffic is in the area?

You have the General from "The Dopes Of Haphazard" at 200 feet...! You have the truck from "The Brawl Guy" at 500 feet...! And you have some "Knut Rider" at 800 feet...! So for God's sake, be careful!

I just can't believe this dashboard...!!  
"Rocket Launcher"?!  
"Bullet Deflector"?!  
"Bomb Detector"...?!  
Where in the world do you GET something like this...?!

Any Pontiac Dealer! Just tell him you want to order a TransAm with the "JAMES BOND OPTION PACKAGE"!!

Micro... my Super-Scanner shows that the car we're chasing has stopped! See...? It's over there in that motel parking lot...!

Okay... let's check in and see what we can discover! I'll go get us a couple of rooms!!

A couple of rooms?! Don't you think you and I could share one room?

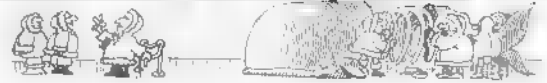
We ARE!! The other room's for the CAR!

Did two gentlemen check in here recently?

Two gentlemen? No! Two hoods? Yes! I mean I could TELL they were up to no good from a mile away! They looked exactly like two guys who'd murdered someone for some kind of SECRET FORMULA and were now on the run with it because someone was CHASING them!

Hey, Buddy Could you knock it off and leave the "DETECTIVE STUFF" for ME and my CAR???





Why, it's Vito Spumoni... my Dad's partner!

Okay, you two! Put 'em up!!

The man is Vito Spumoni... con artist... dope pusher... and internationally wanted KILLER!

He's also MODEST! He never included that on his RESUME when my Dad HIRED him!

You killed my father so you could keep the formula all to yourself and make millions with it!!

Not true!! Your father wanted to package the liquid in a BLUE box, and I wanted to package it in a GREEN box! I Killed him over ARTISTIC DIFFERENCES!!

Are we supposed to believe that?

Listen... if you believe people can actually live on a single drop of liquid for a year, I figure you'll believe anything!



Don't worry, Micro! I have you both covered!

Who keeps talking to you through your watch? My car...!

Hey...! I said YOU'd believe anything—not ME!! Take that!

Micro!! Those bullets bounced right off your chest!!

I know... thanks to Bunny, the girl who takes care of Kitty and me!!

Does she make you wear a bullet proof vest?

No, she puts too damn much STARCH in my tee shirts!!

Micro, we're really lucky! Spumoni and his henchman are getting away!!

Yeah, great!

WHY is it "great" that they're getting away??

Now our viewers'll see more DRIVING SCENES! You sure don't think they tune in for our ACTING, do you??



Micro... I have to make a stop at a gas station!

What are you talking about, Kitty?! you don't use gas!

I know! I've GOT gas! I have to use a rest room!

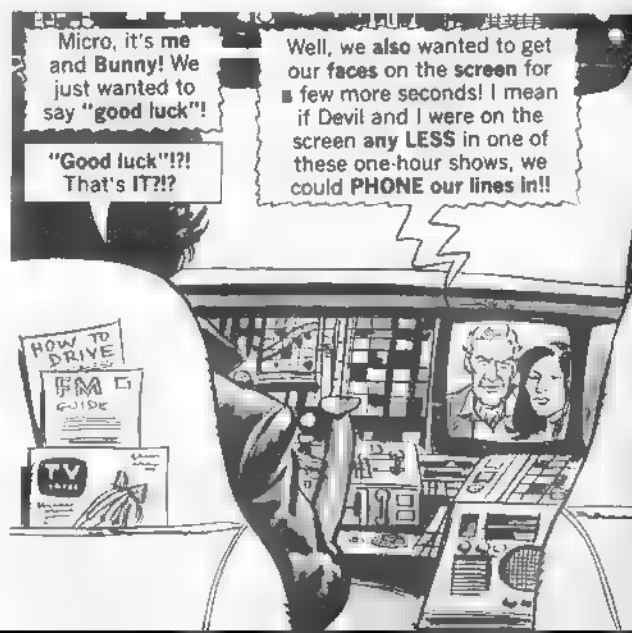
Sometimes... having a car that's almost human has its disadvantages!



Micro, it's me and Bunny! We just wanted to say "good luck"!

"Good luck"!?! That's IT?!

Well, we also wanted to get our faces on the screen for a few more seconds! I mean if Devil and I were on the screen any LESS in one of these one-hour shows, we could PHONE our lines in!!





My God, Micro! We just knocked over four high-tension poles and shorted out the power in six cities! Did that save us a lot of time?!

No, but it DID save us 25¢! We ALSO skipped over a Toll Plaza!



What's that alarm...??

That's the "End of the Show Coming Up" alert! It means Kitty has to stop screwing around—and catch the car we're chasing! So I just push this button, and presto!

If that's all it takes, how come you didn't push it EARLIER?!

We had to get in all our commercials!!

**BUZZ BUZZ**

INSTRUCTIONS FOR BACK SEAT RIDERS  
TAKE A BAG—  
OPEN IT—  
LEAN FORWARD—  
BARE!!

BARE BAG

Kitty, now that you've caught the thugs, why are you squeezing them against that wall...??

I have my own special way of "grilling" suspects! Next, I drape them over my front, and drive them to the Police Station as my "hood ornaments"!

Your humor makes me "clutch" my throat! How about giving us a "brake"?



Gee, Kitty, you've been so helpful and loyal and useful to me! Isn't there anything I can do for YOU?

Sure! Fix me up with a fast sexy Buick with big headlights!!

Oh, you Male Chauvinist Vehicles are all alike!!



LO  
GEAR

To Kitty Car, who caught the criminals!

I love that car...!

I know! I can tell you're mechanically Inclined... by your acting... and your love-making!!

Micro! Get out of there, quick!

Why? Is it more criminals that need chasing??

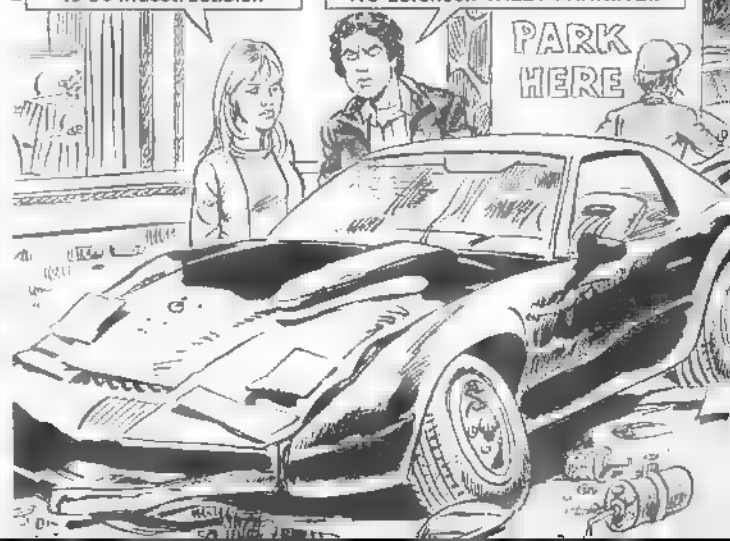
No, it's the CHECK! It's COMING...!



Micro!! What happened? Your car was supposed to be indestructible!!

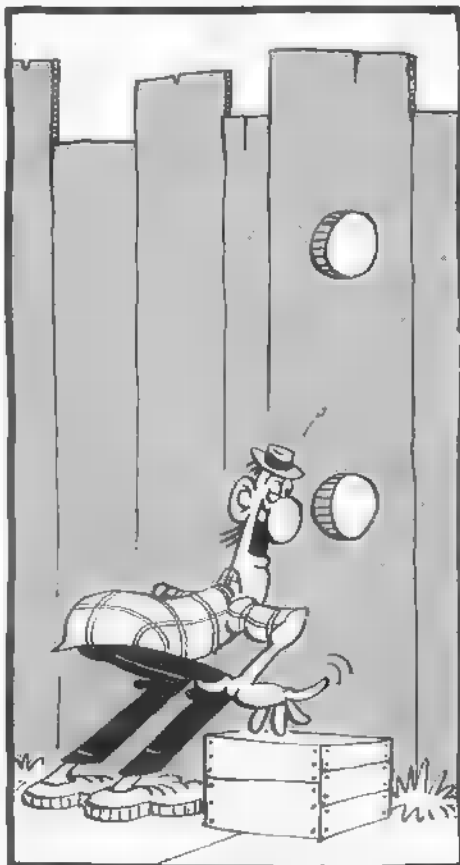
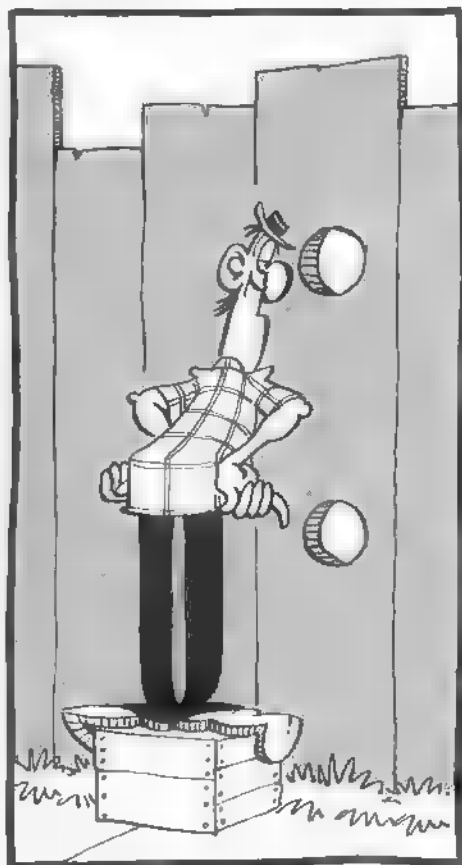
I know... but there's one thing against which there's absolutely NO defense!! VALET PARKING!!

PARK  
HERE





# ONE FINE DAY UPTOWN



D. MARTIN...

## SALES PITS DEPT.

Wanna make a fast buck? Well, here's all you do: Take some cute little creature or popular movie hero, plaster his face on as many pro-

ducts as you can think of, and sell the hell out of him! This is called "merchandising", and it's making a fortune for a lot of smart

# MERCHANDISE

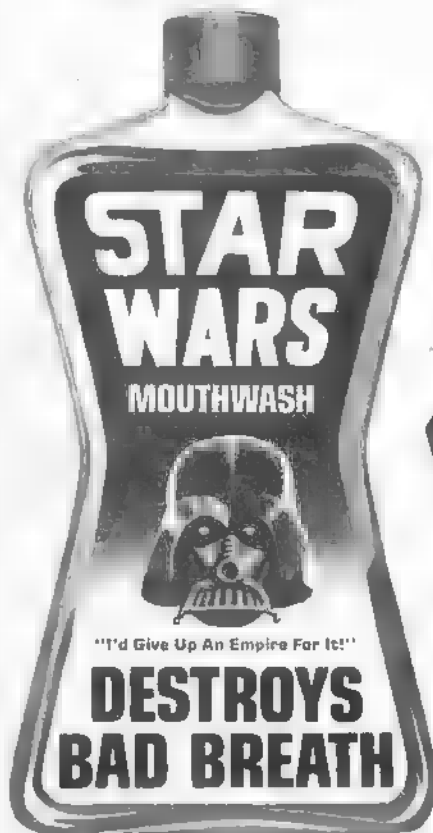
ARTIST: BOB CLARKE

WRITER: FRANK JACOBS

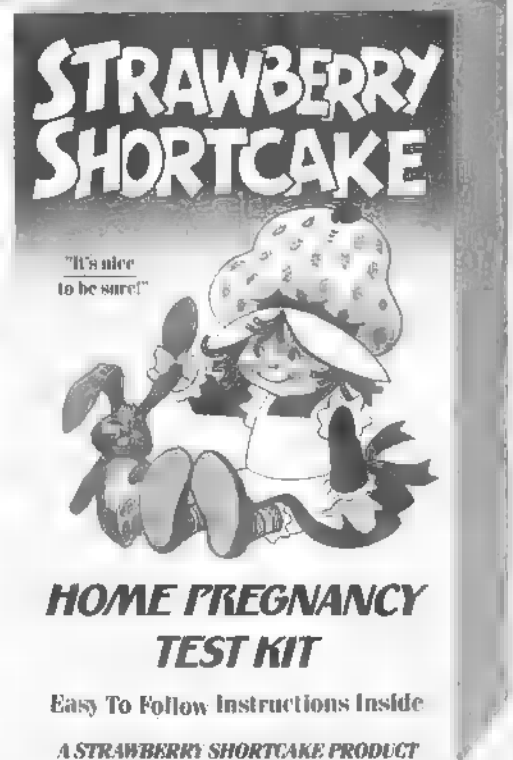
## RELIGIOUS ATTIRE...



## PERSONAL HYGIENE PRODUCTS...



## DO-IT-YOURSELF PRODUCTS...



## PACKAGED MEAT PRODUCTS...



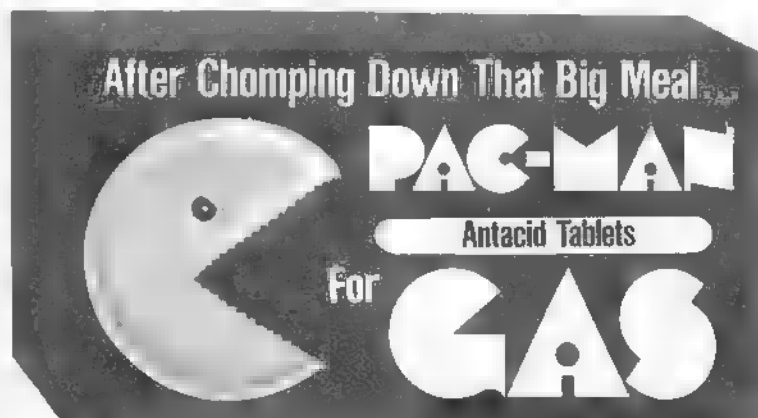


promoters these days. Their items range from drinking mugs to bedspreads, from notebooks to knapsacks! And they're not finished with

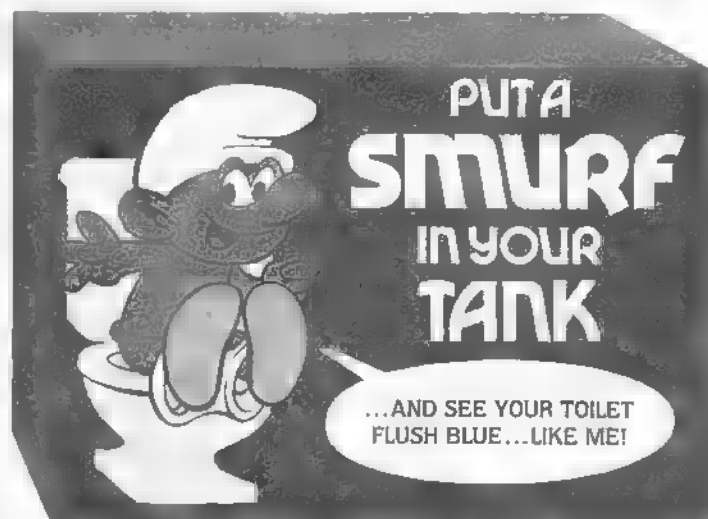
us yet! MAD feels that it's only a matter of time before these money-hungry promoters will be offering us the following assortment of...

# DISING WE'RE ALMOST SURE TO SEE...AND HATE!

## DRUG PRODUCTS...

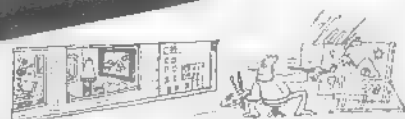
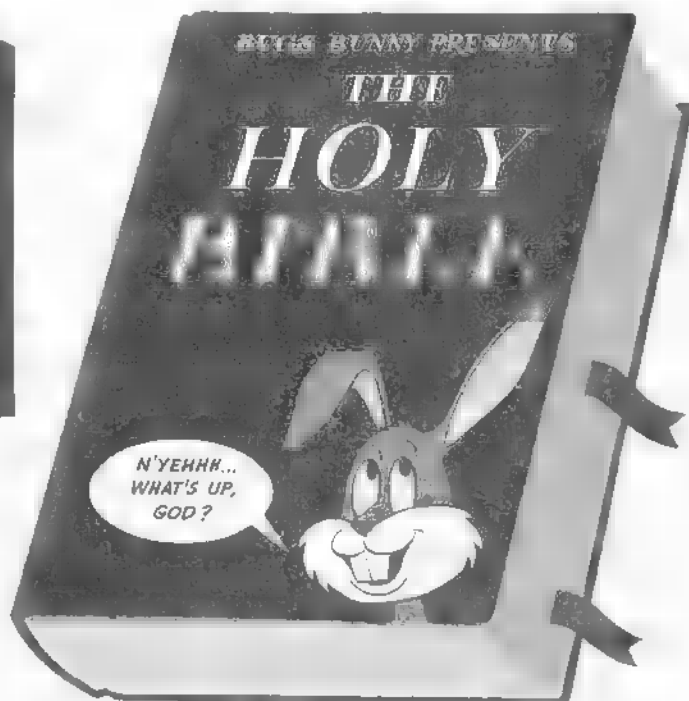


## HOME PRODUCTS...



AND, FINALLY,  
FOR GOING  
OUT IN STYLE...

## PUBLICATIONS...



HOW DO YOU SCORE? DEPT.

# ARE YOU SEX

Question 1:  
DO YOU HAVE HAIR ON YOUR CHEST?



If "yes," add five points . . .



If "yes," but you're a girl,  
subtract five points . . .

Question 2:  
DO YOU WEAR SKIN-TIGHT JEANS?



If "yes," add one point . . .



If those "skin-tight" jeans  
were "loose" twenty pounds  
ago, subtract three points . . .

Question 5:  
DO YOU SEND GIFTS TO YOUR GIRLFRIENDS?

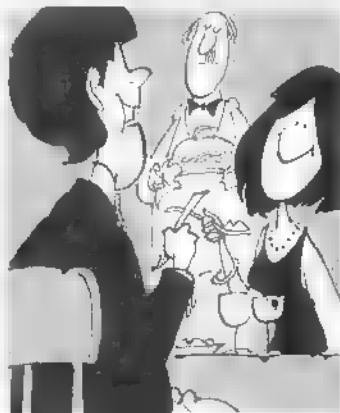


If "yes," add three points . . .



If you send them C.O.D. sub-  
tract five points . . .

Question 6:  
DO YOU SHOW A GIRL A GOOD TIME WITH  
FANCY EATING AND BRIGHT CONVERSATION?



If "yes," add three points . . .



If you show her what you're  
eating during the conversation,  
subtract four points . . .

Question 9:  
DO WOMEN LAUGH AT THE THINGS YOU SAY?



If "yes," add five points . . .



If women laugh at what you say  
mainly when you ask them for a  
date, subtract three points . . .

Question 10:  
DO WOMEN LIKE TO RUN THEIR FINGERS  
THROUGH YOUR HAIR WHENEVER THEY CAN?



If "yes," add six points . . .



If your hair comes ■ in their  
hands, subtract five points . . .



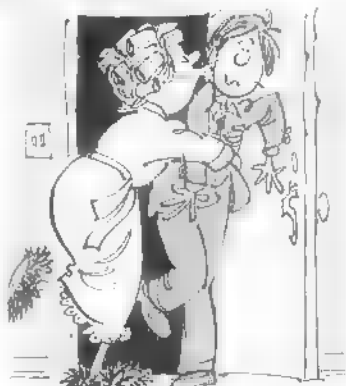
# KY? TAKE THIS MAD MAGAZINE TEST

ARTIST: PAUL COKER WRITER: CHRIS HART

Question 3:  
DO YOU ALWAYS GET KISSED AFTER A DATE?



If "yes," add three points . . .



If kiss is from your worried mother, subtract two points . . .

Question 4:  
DO YOU DO "THE BUMP" WHEN DANCING?



If "yes," add one point . . .



If you also do "the bump" when you're not dancing, subtract two points . . .

Question 7:  
DO OWNERS OF FANCY RESTAURANTS...OR THEIR MAITRE D'S...CALL YOU BY NAME?



If "yes," add two points . . .



If the name they call you is "cheapskate," "tightwad," etc., subtract two points . . .

Question 8:  
DO YOU WEAR WEIRDLY COLORED UNDERWEAR?



If "yes," add five points . . .



If that "colored" underwear used to be "white" six months ago, subtract nine points . . .

Question 11:  
DO YOU HAVE A WARM HANDSHAKE?



If "yes," add two points . . .



If it's "warm" because you've just been scratching your privates, subtract six points . . .

## SCORING

QUESTION 1 \_\_\_\_\_  
QUESTION 2 \_\_\_\_\_  
QUESTION 3 \_\_\_\_\_  
QUESTION 4 \_\_\_\_\_  
QUESTION 5 \_\_\_\_\_  
QUESTION 6 \_\_\_\_\_  
QUESTION 7 \_\_\_\_\_  
QUESTION 8 \_\_\_\_\_  
QUESTION 9 \_\_\_\_\_  
QUESTION 10 \_\_\_\_\_  
QUESTION 11 \_\_\_\_\_

TOTAL POINTS... \_\_\_\_\_

### IF YOU SCORED 30-35

You are sexy, stylish and debonair...a dreamboat. Unfortunately, you'll be very lonely because you'll never find anybody as fantastic as yourself to go out with.

### IF YOU SCORED 20-30

You're no dreamboat. You'll never make it with anybody really appealing. But be comforted to know that other clods like you would be thrilled to go out with you.

### IF YOU SCORED 10-20

You belong more in the vegetable than animal kingdom. We're talking about cauliflower and beets...gross veggies like that. You'll never make it with humans.

### IF YOU SCORED 0-10

As far as sex-appeal is concerned, God has punished you for something you did in a past life. Become a monk or a nun.

### IF YOU SCORED BELOW 0

There are many painless ways to commit suicide. Try one. It's the only way out.

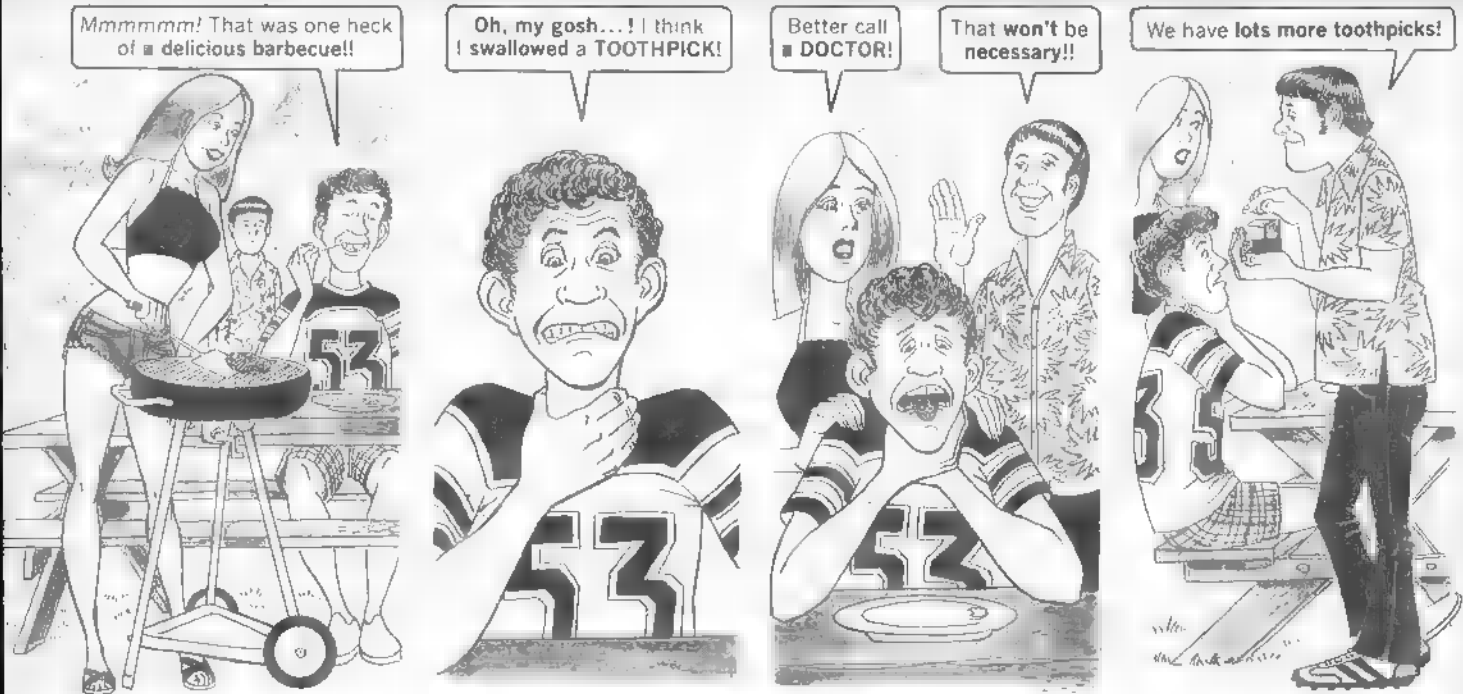
## COMPARISONS



BERG'S-EYE VIEW DEPT.

# THE LIGHTS

## EMERGENCIES



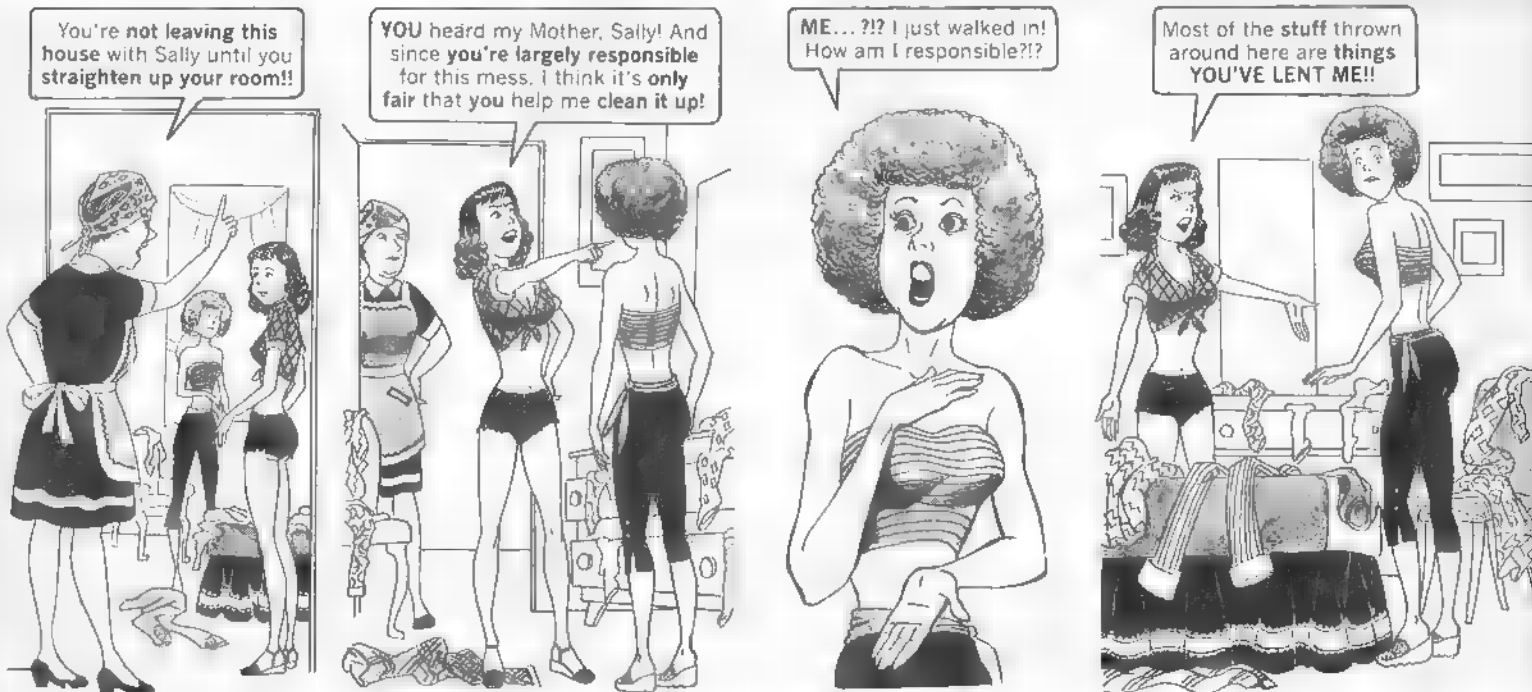
# BABY SITTERS



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## GUILT

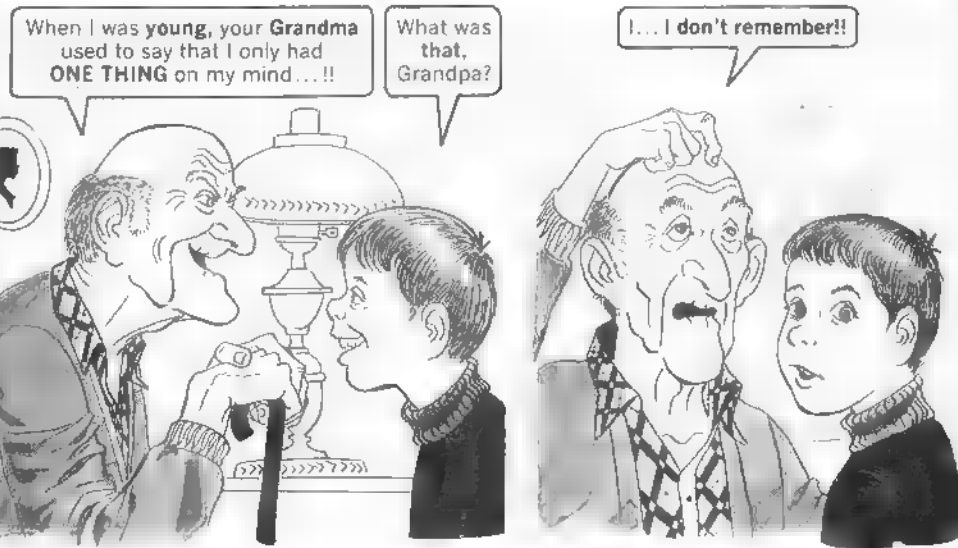




# SPLITSVILLE



# OLD AGE



# TRAVELING



# EATING OUT



## ANSWERS

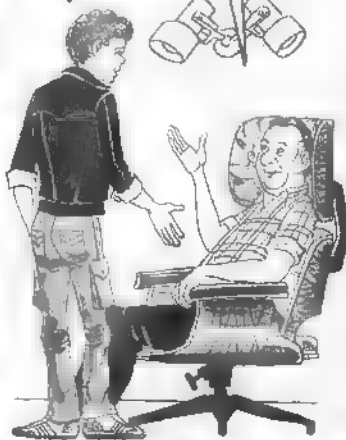
Dad... can I have \$450 to buy a moped?

Son, listen to me very carefully!

Due to the escalation of my personal monetary obligations brought on by spiraling inflation and the ever-fluctuating ramifications of the petrodollar, it behooves me to rule in the extreme negative when responding to my male issue!

Huh... ?? I don't get it!!

EXACTLY!!



## FAST FOOD JOINTS

To **HERE!!**

You call this a hamburger?! This isn't fit for a PIG!!

Sorry, Sir...

I'll bring you one that **IS!!**



## NEIGHBORS

**BANG! BANG!**

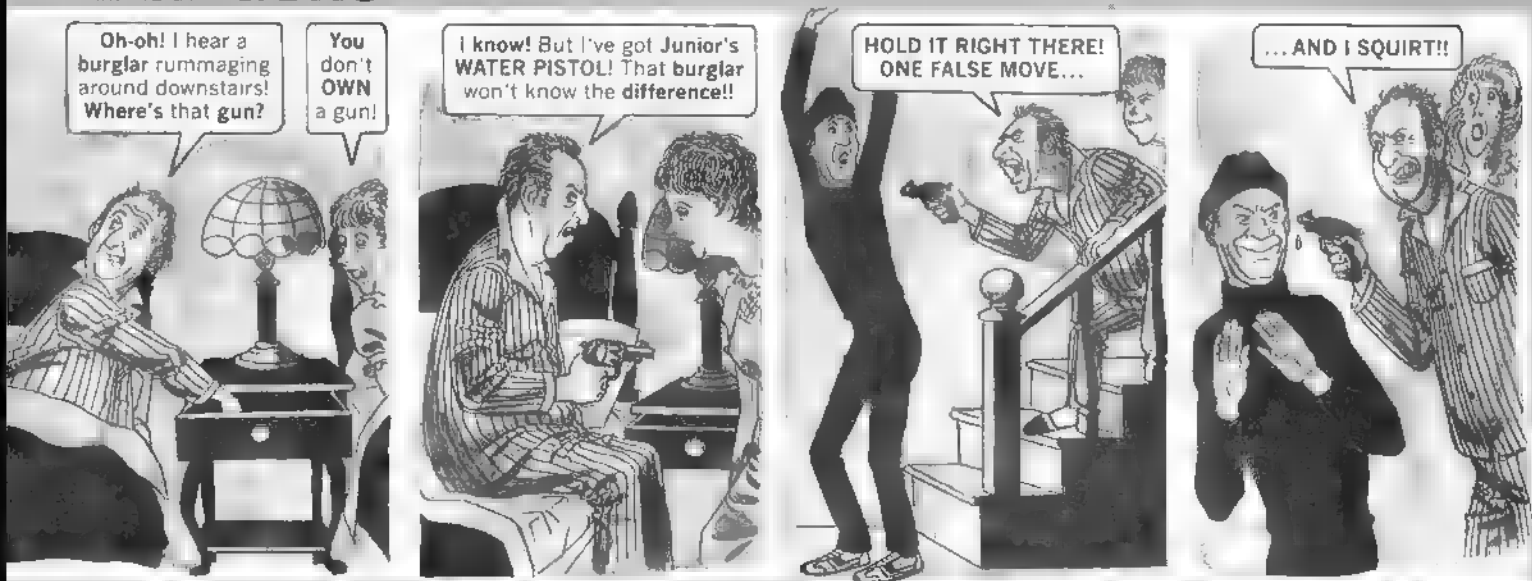
I'm your next door neighbor... trying to live a life of quiet desperation... and you people are driving me out of my mind!!

Huh? I don't know what you're complaining about! We don't play our stereo loud, we don't have any screaming fights, we don't throw noisy parties! So what in heck is bugging you?!

**STOP COOKING ALL THAT DELICIOUS-SMELLING FOOD, WHEN I'M TRYING TO STAY ON A DIET!!**



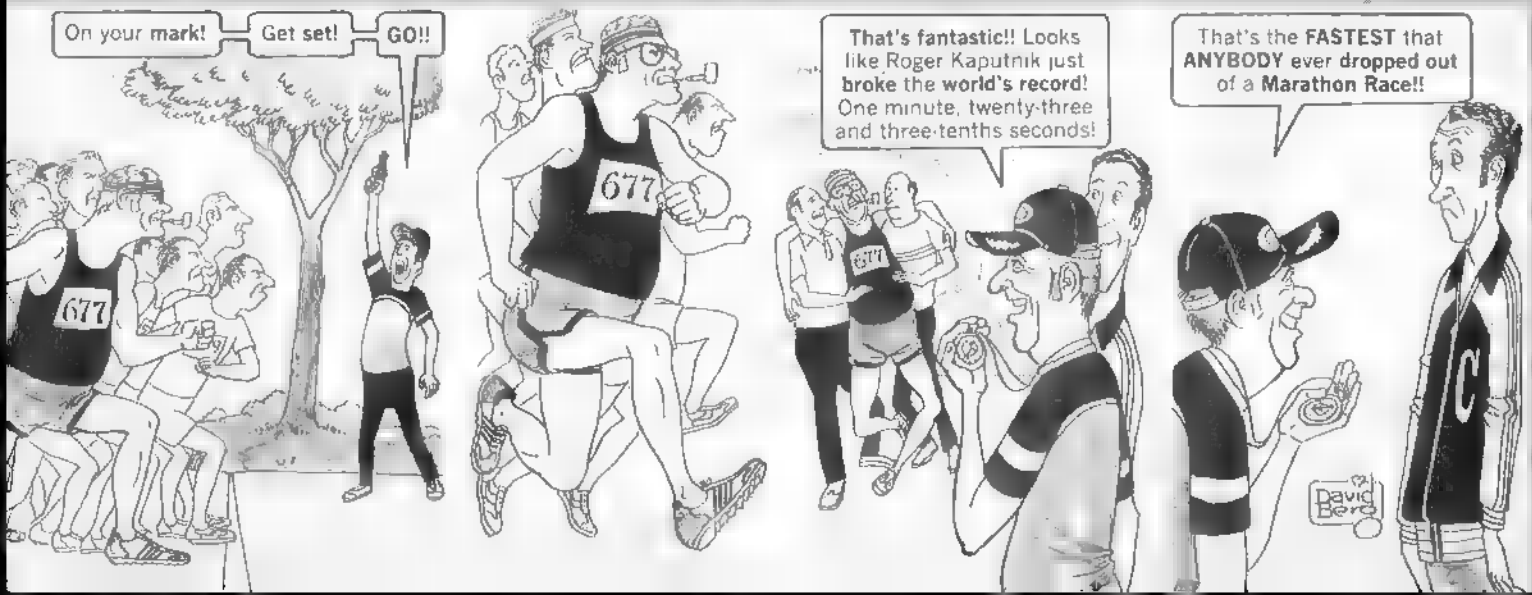
## HANDGUNS



## EXAMS

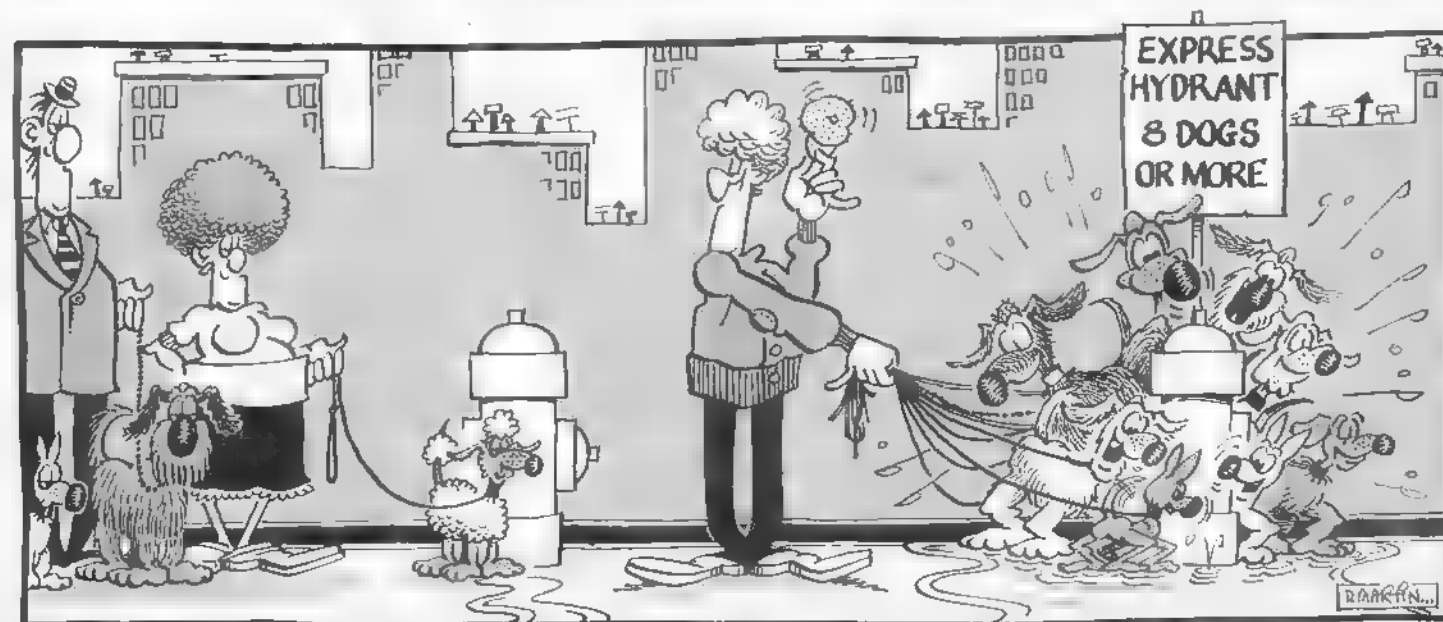
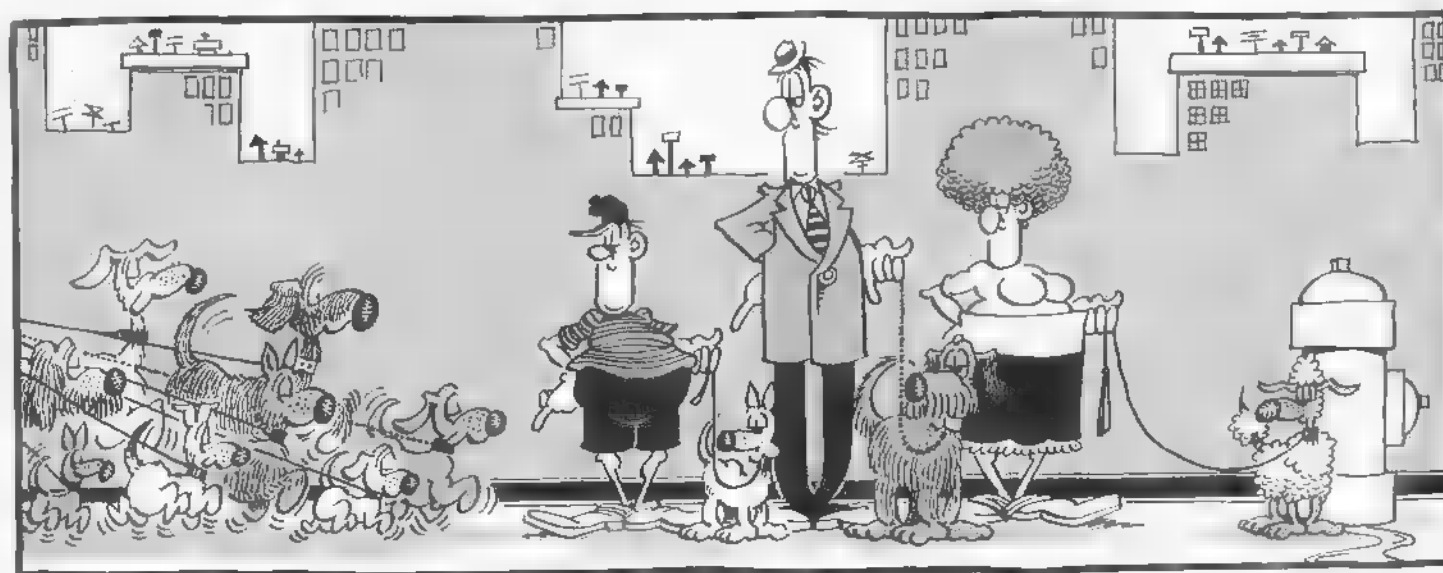
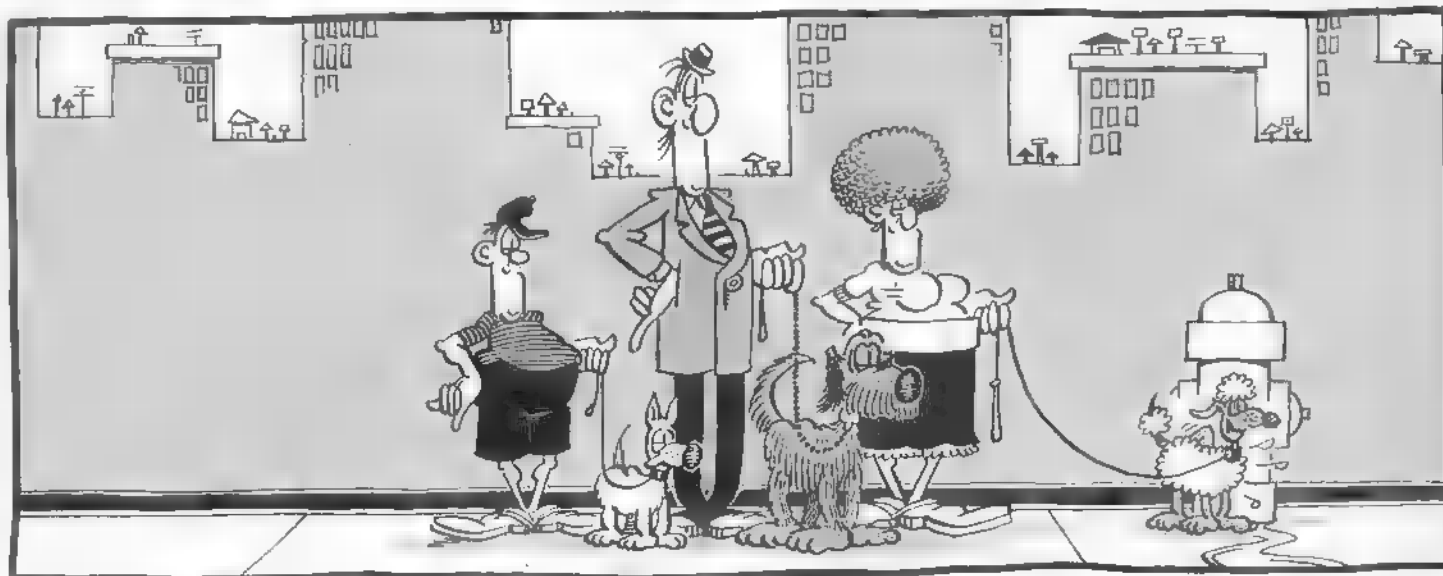


## RUNNING





# ONE FINE DAY DOWNTOWN



Apollo with a left, a right! Rocky with a solid hook to the jaw! And this is just during the ref's instructions! I can't wait until the fight actually starts!



...In every fight flick, more punches land in one minute than are thrown in dozens of real fights.

Good ol' Hank Fonda would never cut Social Security!



...In every political movie, a President who seems more inspiring than the real man in the White House.

Good dog! Your calculations are correct! The satellite will be safe!

Rover will play fetch with you later, Junior! He's busy right now!



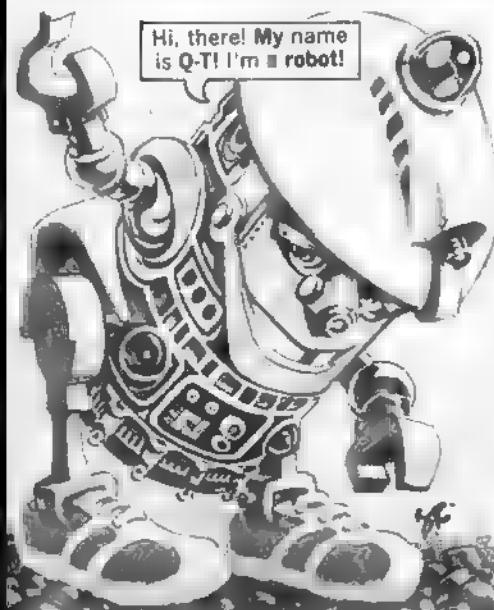
...In every Disney film, an animal that is smarter than anybody in the picture... or in the audience.

DEJA VIEWS DEPT.

# WHEN YOU MOVIES YO SURE OF

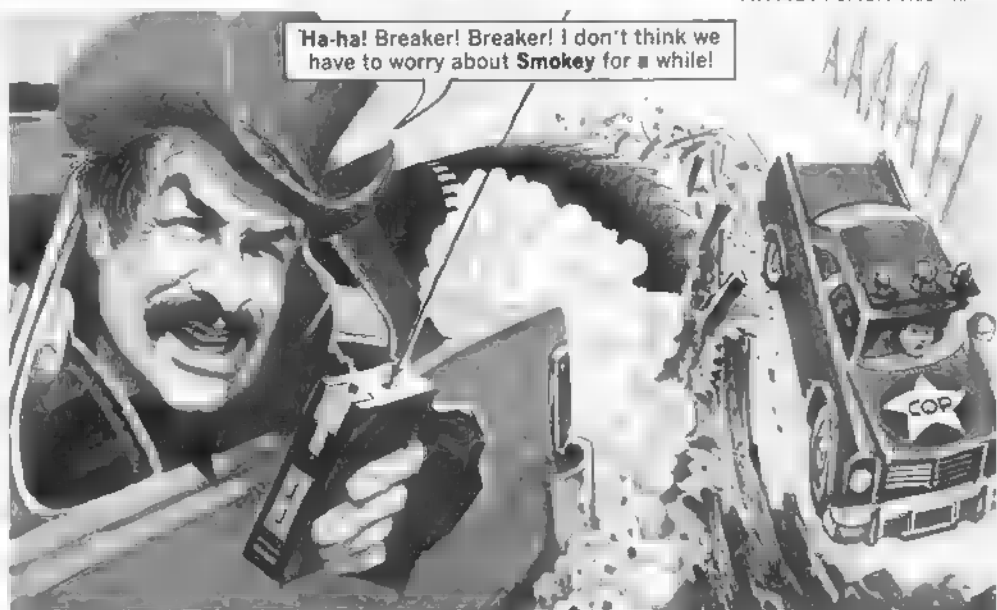
ARTIST: JACK RICKARD

Hi, there! My name is Q-T! I'm a robot!



...In every science fiction film, a cute robot.

Ha-ha! Breaker! Breaker! I don't think we have to worry about Smokey for a while!



...In every film about truck drivers, the drivers portrayed as heros while the cops who try to enforce the safety laws are portrayed as the heavies.



STARTS FRIDAY

...Coming Attractions that are much more exciting than the movie they're advertising.



...At every R-rated film where no one under 18 is supposed to be admitted, a theatre full of kids under 18.

# GO TO THE DU CAN BE SEEING...

WRITER: LARRY SIEGEL



...In every Neil Simon picture, everybody in the film talking like a second-rate standup comedian.



...In every film featuring Chevy Chase, several shots of Chevy falling down.



...At every Mel Brooks movie, people laughing hysterically over body functions they would normally consider disgusting.



## PROP CORN DEPT.

The respected and revered Smithsonian Institute recently added two items to its collection that surprised a lot of people. One was Archie Bunker's *chair* from the TV show

"All In The Family," and the other was Fonzie's *leather jacket* from the TV show "Happy Days." These additions may have surprised a lot of people, but we at MAD weren't

# FUTURE SMITHSONIAN E

ARTIST: GEORGE WOODBRIDGE

### FROM TELEVISION IN THE '50'S

First Dress  
Ever Worn By  
Dinah Shore

First Dress  
Ever Worn By  
Milton Berle

### FROM "ROOTS—THE FIRST GENERATION"

Replica Of Kunta  
Kinte's Tiny Slave  
Ship On Which He  
Sailed To America

Replica Of Alex  
Haley's Huge Yacht  
On Which He Sails  
From Marina Del Rey

### FROM A TV COMMERCIAL

Only Workshirt Ever  
Worn By Mr. Goodwrench  
That Had Any Dirt On It

### FROM A TV COMMERCIAL

Blindfold Used By The  
Cameraman Who Filmed  
Gloria Vanderbilt In  
Her Jeans Commercials

### FROM "STAR TREK"

Mr. Spock's Earmuffs

### FROM "THE DUKES OF HAZZARD"

First of 27 Cancelled Auto  
Insurance Policies Covering  
The Cars Used On The Show

### FROM "THE LOVE BOAT"

Seasickness Bag Used  
During First Episode  
For First Case Of  
Nausea Encountered\*

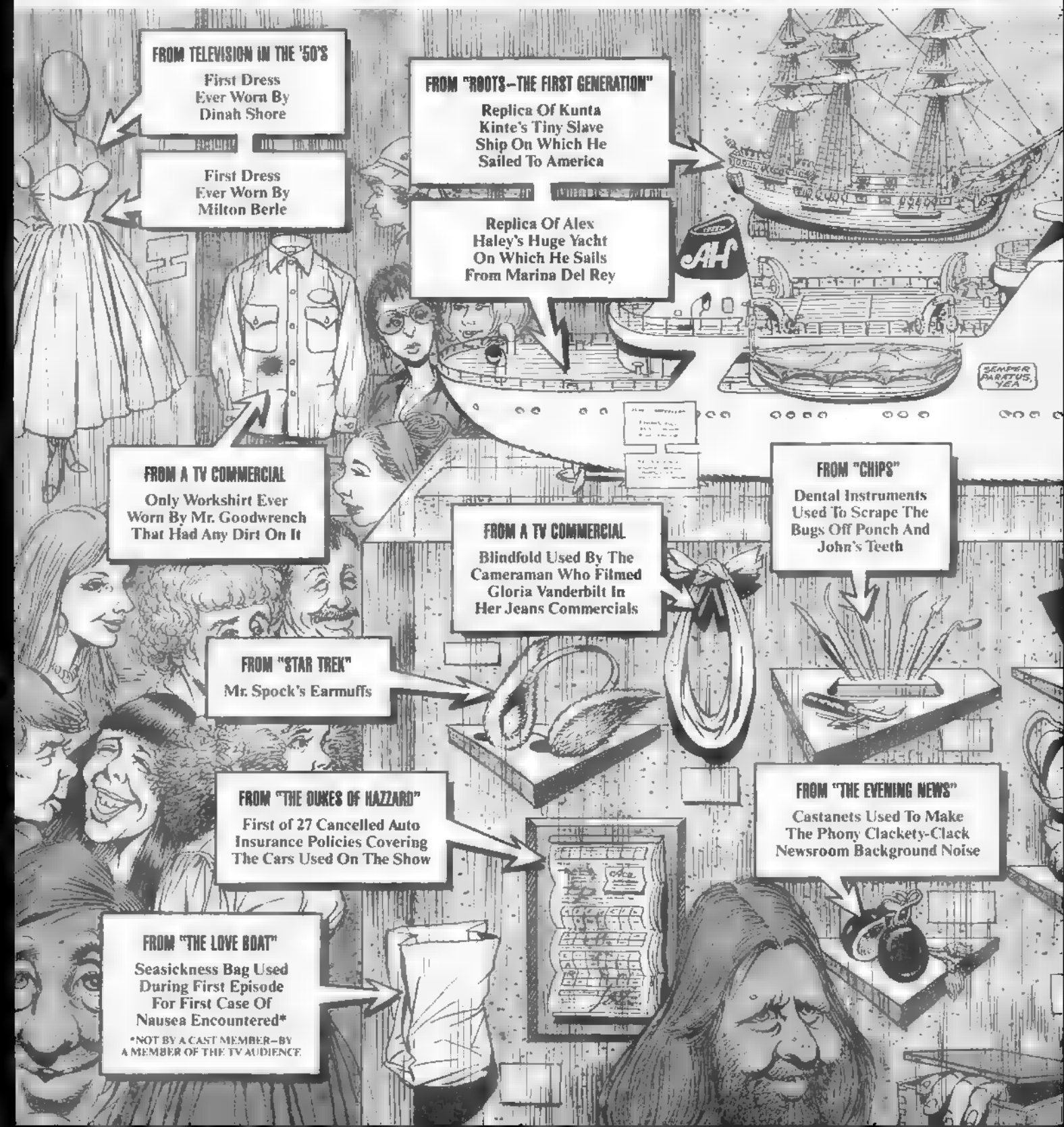
\*NOT BY A CAST MEMBER—BY  
A MEMBER OF THE TV AUDIENCE

### FROM "CHIPS"

Dental Instruments  
Used To Scrape The  
Bugs Off Ponch And  
John's Teeth

### FROM "THE EVENING NEWS"

Castanets Used To Make  
The Phony Clackety-Clack  
Newsroom Background Noise



surprised. We were appalled! Not just because the legend of the Fonz is now enshrined under the same roof as the original Star Spangled Banner, but because of the prece-

dent established. Can you imagine what TV memorabilia the Smithsonian will collect next? No? Well, that's what we're here for... to help clods with no imagination imagine...

# EXHIBITS FROM TV LAND

WRITER: DENNIS SNEE



## FROM "B.J. AND THE BEAR"

Photo of "The Bear" And The NBC Executive Who Approved The Idea For The Show

## FROM A TV COMMERCIAL

Bankruptcy Notice Of First Airline To Go Out Of Business Due To Millions Wasted On Fuel Burned For Take-Offs And Landings Of Empty Planes While Filming Commercials

## FROM "THE INCREDIBLE HULK"

Green Body Make-Up And Its Applicator Used On The Hulk

## FROM "CHARLIE'S ANGELS"

Revolving Door Through Which Replacement Angels Came And Went During Show's Final Seasons

## FROM A TV COMMERCIAL

Master Key Used By Mrs. Olsen To Enter All The Kitchens She Inexplicably Showed Up In

## FROM "LITTLE HOUSE"

Average Size Box Of Kleenex Used By A Family Of Four While Watching A Typical Tear-Jerking Episode

## FROM A TV COMMERCIAL

Smelling Salts Used To Revive Kid In "Coke" Ad After He Got A Whiff Of Mean Joe Greene's Jersey

## FROM A TV COMMERCIAL

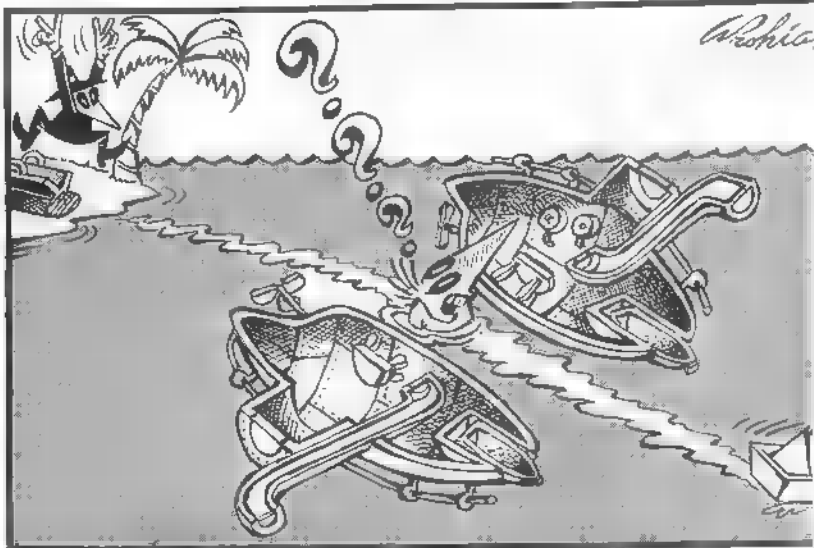
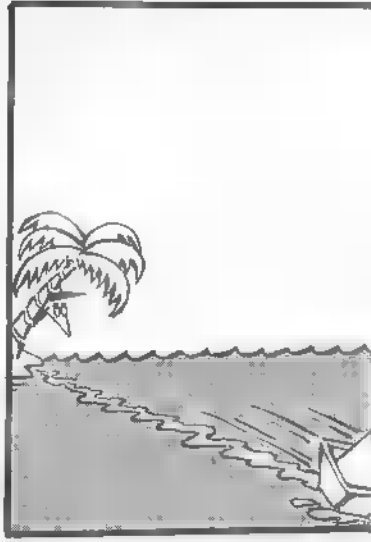
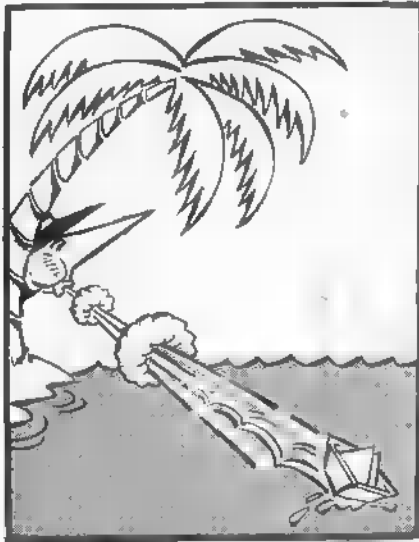
First Unemployment Check Issued To Madge The Manicurist After She Told A Customer That She Had "Hands Like A Lobster"

## FROM "FANTASY ISLAND"

Step Ladder Used By Herve Villechaize Each Week So He Could See—"The Plane, Boss...!"

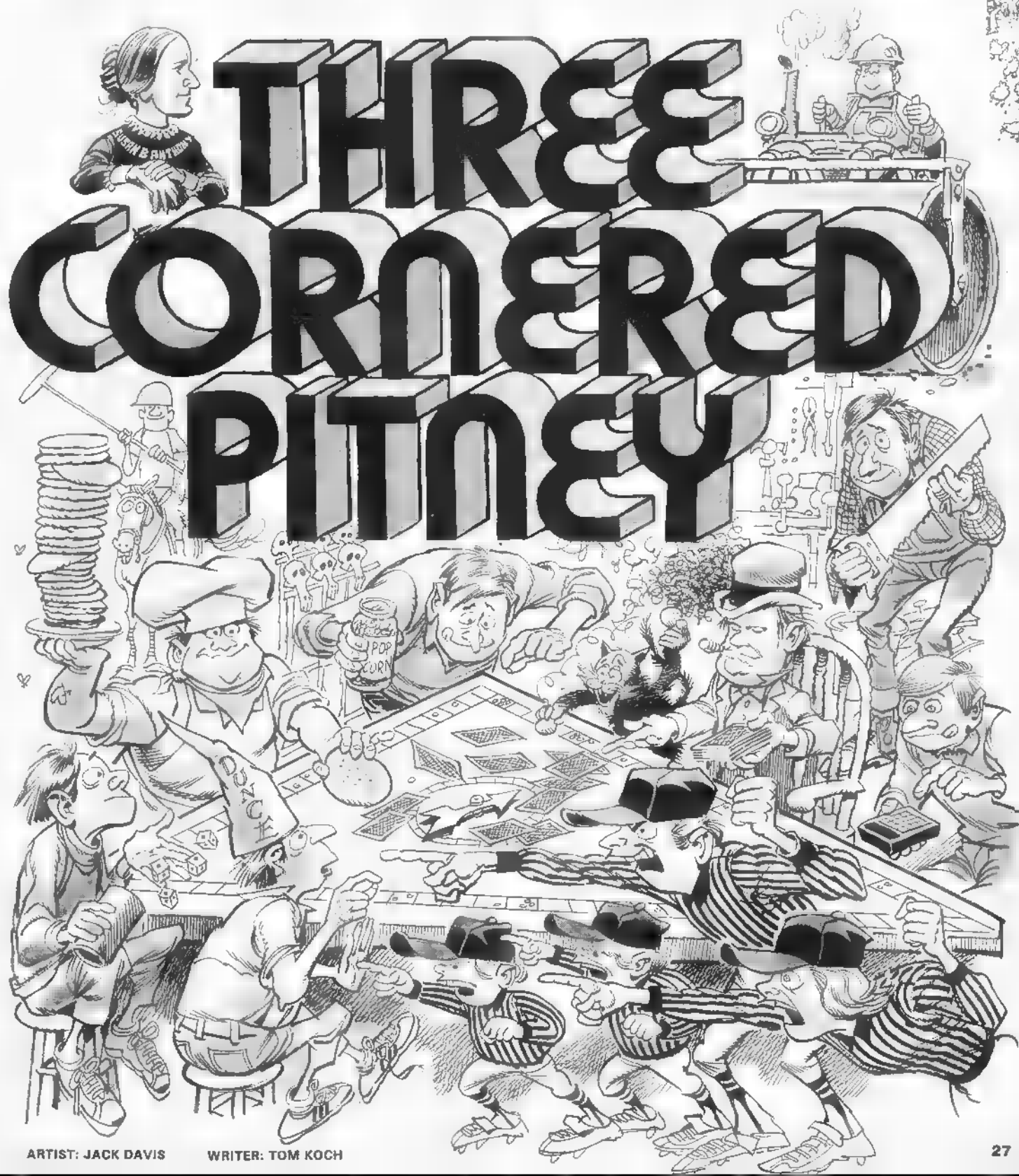
## FROM A TV COMMERCIAL

Sandals Of Only Hare Krishna Ever To Catch Up With O.J. Simpson As He Sped Through An Airport Terminal





*Boy, are you dumb!* You've probably been shelling out good money to buy all the latest board games to entertain your friends. Well, we hate to tell you, but it's been a complete waste . . . because the most exciting new game around is played with a board and equipment that you can make yourself. And best of all, the fun can begin this very day . . . as MAD herewith presents the complete building plans and official playing rules for





1 A Three Cornered Pitney board can be built in only a few hours from any scrap piece of inflexible material. (Inflexible means more like cast iron or lumber and less like feathers or chicken soup.) The most important thing to remember is to cut the board three cornered, since four cornered playing surfaces can only be used for such traditional games as Monopoly, Scrabble, tennis or polo.



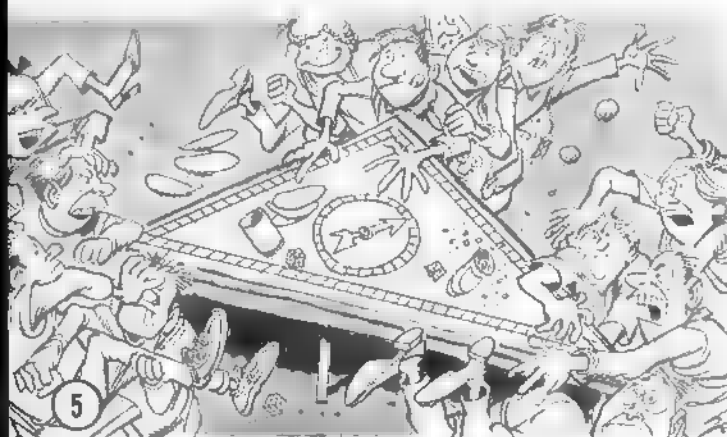
2 Once your board is properly cut, mark off each of the three sides identically, except that one side should be left blank while the second should be divided into 23 green squares of equal size and the third should be covered with asphalt. (Asphalt is readily available in most areas. Look in the Yellow Pages under "Street Pavers".)



3 Place your completed Three Cornered Pitney board on top of any triangular card table. If you don't have a triangular card table, you can easily create two of them by sawing diagonally across a square card table, and then using either half (though the right half is preferred).



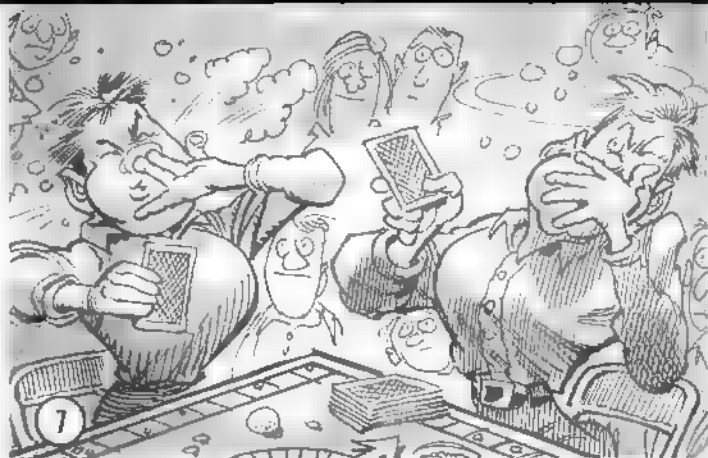
4 Major accessories needed to play the game can all be made from household odds and ends. The six wirlings used in Three Cornered Pitney are merely golf balls with the centers hollowed out. The conch hacker (described below) may be fashioned from a yardstick cut down to the required 33½ inches. Finally, assembling the required set of 75 fox terrier skulls is easy, once you manage to locate a pet cemetery in your area that is going out of business.



5 Three Cornered Pitney is designed for any number of players, from two to nineteen, except eight. (This is because it never comes out even to deal a standard playing deck of 52 cards to eight people.) Each of the two-to-nineteen players should take a seat at a different corner of the triangular playing board. (This is another darned good reason why eight can't play and make it come out even.)



6 Before play begins, the deck of cards (mentioned above) should be placed in the center of the table face up, or, optionally, face down. Nearby, place the other objects to be used in the first round: one spinner, three dice, one can of popcorn (unpopped, of course), ten stacks of Susan B. Anthony dollars (to serve as chips) and 16 waffles (toasted, of course), that are to go in "The Widow".



Acting in unison, each player should draw one card from the deck, with the highest draw determining who gets to spin the spinner first to determine who gets to roll the dice first. If two players draw high cards of the same denomination, they shall settle the tie by seeing which one can hold their breath for the longest period of time.



Three Cornered Pitney officially begins when the first player rolls the three dice, and subtracts the number on one of them from the combined total shown on the other two. (Example: On a roll of 6-4-1, the 4 may be subtracted from the 6 + 1, or the 1 may be subtracted from the 6 + 4. The 6 may even be subtracted from the 4 + 1, but that leaves less than 0 and ends the game immediately.)



Assuming there are no challenges, the first vimmert is declared finished, and the winner is entitled to eat one of the waffles that was placed in "The Widow" prior to the start of play. If the same player also picked the six of clubs on his opening card draw, he may add syrup to his waffle or, at his option, send out for a pizza.



If another tie results when spinning the spinner, the names of all the players with identical winning spins shall be written down on a slip of paper and mailed to an impartial observer out of town. While waiting for the impartial observers decision, go ahead and play the game.



The player whose point total on the dice comes closest to the host's telephone number must announce the fact by calling out, "I vouchsafe that the opening vimmert has herewith elapsed." The others, realizing it takes only three vimmmerts to make a complete farry, may respond by shouting either, "I challenge!" or "So's your old man"



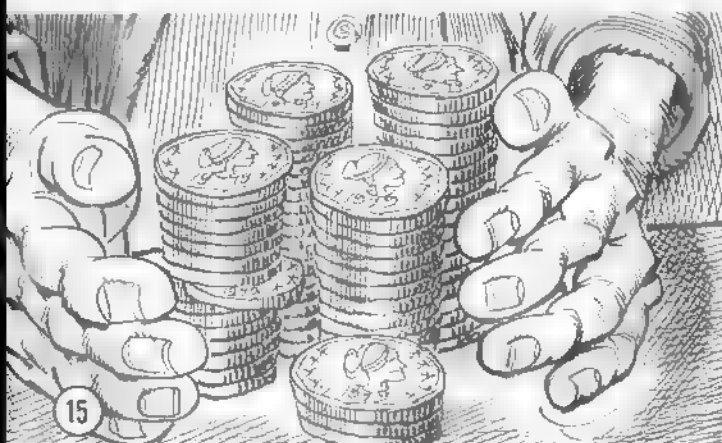
Each of the other players shall remove one kernel from the can of unpopped popcorn, and use it as a marker to move up five spaces. This leaves everyone tied at the end of the opening vimmert, which makes for a good, close game and also prevents sore losers from getting violent.





13

To begin the second vimmert of the first farny, the host shall distribute the set of wirtlings, which you should know about by now because they've already been described adequately. Taking turns, each player must then roll his wirtling toward the kitchen door while quietly uttering the words, "I now roll my wirtling toward the kitchen." Any player who begins to giggle while doing this must immediately stand and move his marker back four spaces.



15

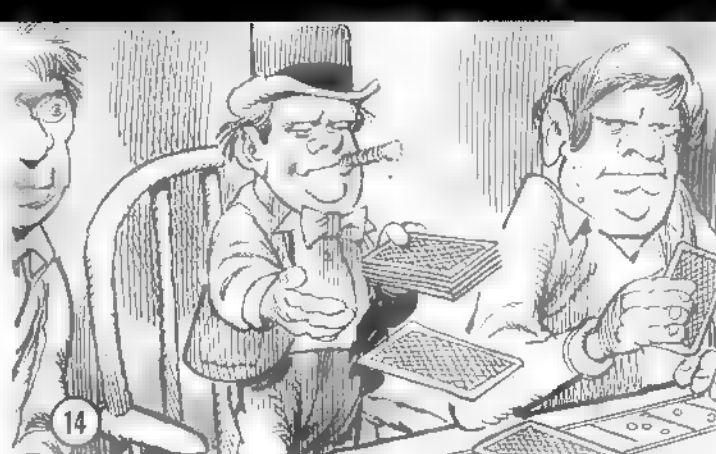
The player with the most average hand is declared the winner of the second vimmert, and collects one Susan B. Anthony dollar from each of the other players. He must then use his winnings to pay the toll charges for phoning a complete stranger in Honolulu to announce that he has just won the second vimmert. (Note: if the game is being played in Honolulu, phone a stranger in Cleveland.)



17

By previous arrangement, the family from next door shall then arrive to declare the official opening of the third vimmert. Most often, they are named Frank, Gladys and the twins. However, to comply with the rules of Three Cornered Pitney, they are designated Chief Honcho, Field Judge, Flight Attendant and First Lord of the Admiralty. For the remainder of the game, their decisions are final.

30



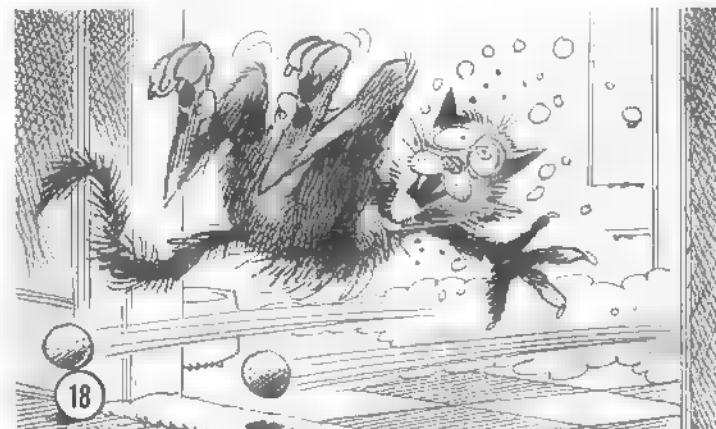
14

The shortest player is then picked to stand on his chair and deal the cards. This segment of Three Cornered Pitney is played exactly like Old Maid, except that one pair beats a straight flush, and spades are wild. Players who are dealt more red cards than black may move one space, while those who receive more black than red cards may go to the bathroom and stay there for as long as they like.



16

The player in fifth place after the second vimmert must use his conch hacker (described above) to strike the fox terrier skulls (described in the same place) until he has banged out a recognizable version of "Melancholy Baby." (During December, "Good King Wenceslas" may be substituted for "Melancholy Baby," but only with the written approval of two-thirds of the others playing the game.)



18

The player that is seated to the immediate right of the Field Judge begins the third vimmert of the first farny by proposing that all farnies, except the first one, be cancelled. This proposal is approved by a show of hands among the other players, whereupon the twins roll the wirtlings back from the kitchen while quietly uttering, "We now roll these wirtlings back from the kitchen."



19

The Chief Honcho is then free to state that the players have horsed around long enough and that, henceforth, the object of the game shall be to win it. He orders that each player shall roll the dice until one of them produces a combined total that will exactly carry his marker to the last of the 23 green squares (described above) on the hypotenuse of the Three Cornered Pitney board.



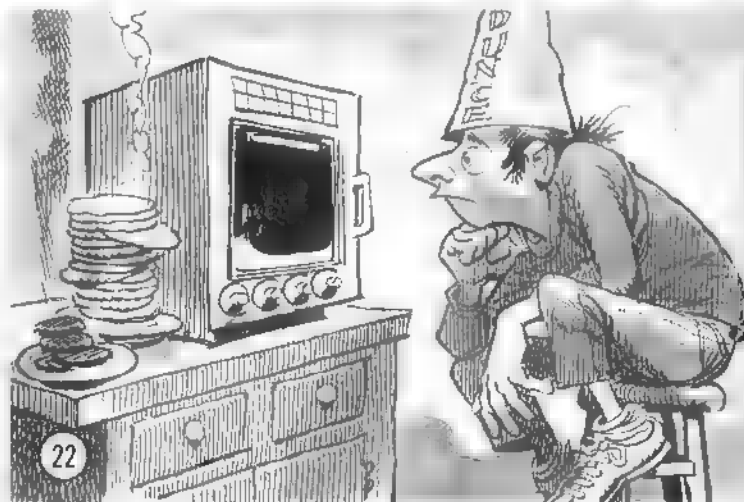
20

In response, the player with the highest I.Q. must rise to announce that he didn't understand that last instruction. This automatically obligates the Chief Honcho to restate that each player must roll the dice until one of them produces a combined total that will carry his marker to the last of the 23 green squares (described above) on the hypotenuse of the Three Cornered Pitney board.



21

Each player then rolls the dice and attempts to advance to the last square by means of cheating. There are several approved methods of cheating in Three Cornered Pitney. Examples: (1) Bounce the marker up and down in the same space while counting aloud to simulate movement; (2) Skip several spaces on each count to make the total come out right; (3) Roll  $4 + 2 + 2$  and cry out in a loud, clear and joyous voice, "Just what I needed—eleven!"



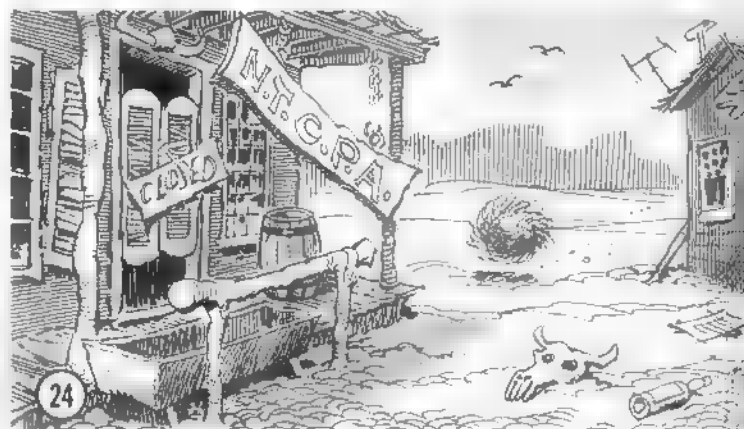
22

Any cheater who is klutzy enough to get caught may be ordered to gather up the waffles remaining in "The Widow" and reheat them in a microwave oven until they become black, hard and shrunken enough to be passed-off as hockey pucks to the first gullible Canadian clod passing by.



23

The successful players who were not caught cheating are all deemed to have finished in a tie for first place at the end of the closing vimmert. This situation requires the Flight Attendant to begin reading the rules for an overtime, which are purposely worded to be so dull that the players will leave in a group to go look for girls.



24

The host, after waiting for a mandatory period of three days, may then presume that the players are not coming back to finish the game, and act accordingly. Acting accordingly shall consist of officially declaring the final outcome of the game a tie, and forwarding news of this fact to the office of the National Three Cornered Pitney Association, which is currently closed for redecorating.

There currently exists around the country specialized clusters of fervent fans who have formed clubs to pay tribute to their favorite cult heroes. We're talking about clubs like "The W.C. Fields Society", "The Baker Street Irregulars" (Sherlock Holmes fans), and "The Sons Of The Desert" (Laurel and Hardy addicts). These groups hold meetings, watch films, discuss trivia, collect memorabilia and engage in unique rituals saluting their idols (The Sons Of The Desert have an annual pie throwing fight). Although the above mentioned clubs are the best known and have flourished for years, we've recently heard about some other little sub-culture groups popping up around the country. Each have their own tradition, requirements and rituals and each pays tribute, in their own special way, to other popular culture and media heroes. Who knows...you may find yourself wanting to join one of these.....

# LITTLE KNOWN CELEBRITY CULT GROUPS

ARTIST: ANGELO TORRES

WRITER: ARNIE KOGEN



## THE SECOND BANANA JOLLYS (Cult Followers Of Ed McMahon)



**ENTRY REQUIREMENTS:** Must be jolly, laugh heartily and be a good listener. Must be second in charge or an assistant with no chance of advancement to the top spot and be able to live with this.

**SECRET PASSWORD:** Heeeeeeeeee's (Fill in your name)...

**HANDSHAKE:** Fraudulently firm, warm and jolly.

**ACTIVITIES:** The first member to arrive at a meeting immediately goes and sits on the couch. As each new member enters, he gets up and moves one over. Then, one person gets up to tell about his day. The others laugh heartily at this, whether the stuff is funny or not. During the speech they interject with cries of "How hot was it?", "How cold was it?", "How crowded was the bus?" At the end of the evening six-packs of Bud are served. As the cans are spritzed open, members laugh heartily at this.

**CAUSE FOR DISMISSAL:** Failure to laugh heartily.

## THE RENEE RICHARDS IRREGULARS (Cult Followers Of Dr. Renee Richards)



**ENTRY REQUIREMENTS:** Must have either had a sex change operation, or are contemplating one, or, on at least one occasion, have been arrested for "propositioning yourself" in public.

**SECRET PASSWORD:** "Knock Knock" "Who are you?" "If I knew who I was would I be here?"

**HANDSHAKE:** Not quite limp-wristed yet not quite firm.

**ACTIVITIES:** The "Irregulars" have an annual country club bash in tribute to their idol and celebrating their new identities. The session opens with members singing "Hey, Look Me Over," followed by: A tennis tournament (mixed doubles), Self-help lectures ("I'm Okay, You're Okay, But The Guy In The Homburg Hat and Calico Dress Could Be In Trouble."), Medical films (Dr. Renee Richards "before" and "after"—there are no films of "during"), and climaxing with a gala dance. Prizes are awarded to members who continue to dance backwards without ever slipping back to their "former" selves and trying to lead.

**CAUSE FOR DISMISSAL:** Looking too much like a real woman.



## THE NOT-SO-NUTTY PROFESSORS (Cult Followers Of Jerry Lewis)



**ENTRY REQUIREMENTS:** Must wear a pair of socks once and *only* once. Must be able to, in the space of a minute, go from being a nine-year-old clown to a grim, sullen, pompous adult. Must have I.Q. of 180 and an ego slightly bigger. Must wear a strange hairdo from no known period in our history.

**SECRET PASSWORD:** Mellman-Klevman-Lendl

**HANDSHAKE:** Handshake has been replaced with the French Legion Of Honor Kiss on both cheeks. (*Anything* French is worshipped in this club.)

**ACTIVITIES:** Members meet once a year at telethon time. In tribute to Jerry they stay up 24 hours without sleep. During this marathon they review (in English and French) Jerry's classic films. They applaud his development from the early 1960 films when he played a busboy and a Japanese General with buck teeth all the way to his current films where he plays a busboy and a Japanese General with buck teeth. Members then go into a verbal rampage about the state of the film industry, using four-letter words while decrying the lack of decent "family" pictures.

**CAUSE FOR DISMISSAL:** Failure to recognize French movie audiences and critics as the only knowledgeable people in the world.

## THE I-DON'T-GET-NO-RESPECT SOCIETY (Cult Followers Of Rodney Dangerfield)



**ENTRY REQUIREMENTS:** Must wear a tie. Must shrug and turn your head a lot, making it look like there's a coat hanger still in your jacket. Must look like you slept in your clothes. Must have had, on at least one occasion, the Surgeon General of the United States offer you a cigarette.

**SECRET PASSWORD:** I tell ya, my wife doesn't respect me. On Halloween she sends the kids out dressed like me!

**HANDSHAKE:** Sweaty.

**ACTIVITIES:** Club chapters are presently located in Jersey City, Three Mile Island, Mt. Saint Helen, an abandoned Chrysler factory, and Appalachia. Members meet on the 13th of every month and regale each other with stories about how they get no respect and have been mistreated. Veteran members ignore the person talking to them, causing them further despair and lack of confidence. Most chapters have a men's boutique that specializes in selling cheap blue suits and ill-fitting dress shirts. Meetings usually end when a stranger announces, "You people will have to leave, we want to start the 'Happy Hour'."

**CAUSE FOR DISMISSAL:** Getting even the slightest hint of respect from any person or thing on the face of the earth.

## THE HELLO LARRY LEGIONNAIRES (Cult Followers Of McLean Stevenson)



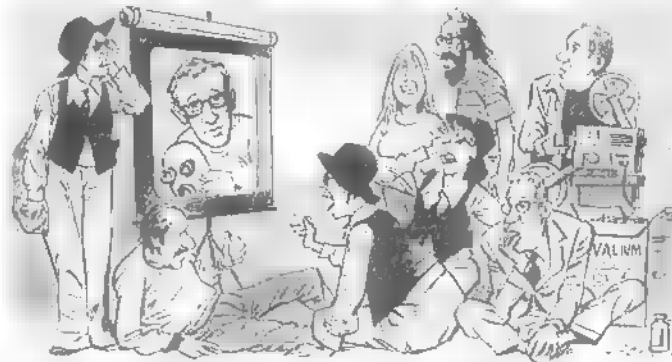
**ENTRY REQUIREMENTS:** Must have the personality of a shoe store clerk on uppers. Must worship and enshrine mediocrity, cheeseburgers, trailer parks, Ken Berry, Disney World, penny loafers, Sears lumber department and Robert Young commercials. Must not like or quite understand fettucini, New York Times editorials, Nureyev or Trini Lopez.

**SECRET PASSWORD:** Hi, how are ya? Really?... Well that's just great!

**HANDSHAKE:** Anything but a soul handshake.

**ACTIVITIES:** Members meet twice each year—on the first week of the new television season when McLean usually has a series—and four weeks later when the series is cancelled. The club flag (with the symbol "white bread over a pack of 'no doze'") is raised and saluted. This is followed by a debate as to whether it was a right or wrong career move for McLean to quit M\*A\*S\*H after only a few seasons. The same people then debate whether it was right or wrong for the Titanic to steer directly into the iceberg. The "Hello Larry Relief Fund" was established in June 1980. Underprivileged nations who don't have anaesthesia or medical supplies are sent the pilot film of "Hello Larry" Surgeons report that most patients fall into a deep sleep during McLean's first entrance.

## THE ANNIE HALL MISFITS (Cult Followers Of Woody Allen)



**ENTRY REQUIREMENTS:** Must be despondent. Must be in therapy. Must have hangups about sex, death, religion and having your pants altered without your knowledge.

**SECRET PASSWORD:** My grandmother was raped by Cossacks.

**HANDSHAKE:** Manic-depressive. Either totally ignoring the person you're supposed to be shaking hands with, or using a novelty store joy buzzer.

**ACTIVITIES:** Meetings open with everyone chanting, "My one regret in life is that I am not someone else." This is followed by a hot lunch. After this, Woody's films are analyzed. His early funny films are compared to his later serious ones; his color films versus his black and white; Louise Lasser versus Diane Keaton and, mainly, what fears you experienced while sitting in the movie theatre. Field trips are taken to Brooklyn where members meet Woody's ex-teachers, the first haberdasher to sell him corduroy pants and the first bully to break his glasses. (This led to one of Woody's earliest lines, "The bigger they are, the greater the beating they're likely to give you.") Members then take subway rides home where they are mugged and sprayed with graffiti by cult followers of Charles Bronson.

**CAUSE FOR DISMISSAL:** Having a good time.

# A MAD LOG

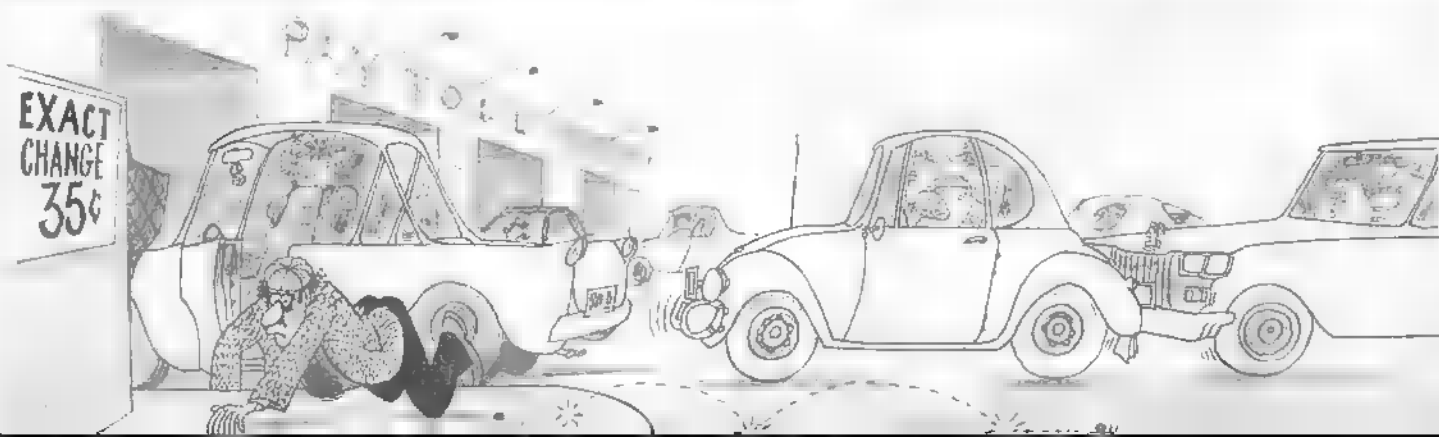


# OK AT LINES



ARTIST & WRITER: PAUL PETER FORGES







## ALONG THE SNIDE LINES DEPT.

When we originally published "The MAD Nasty Book" (MAD #210), we felt that saying mean, rotten things about famous people and institutions made our own feelings of inferiority disappear for a while. We repeated the cure with "The MAD Nasty Book—Volume II" (MAD #218), and again we felt that pick-up from spewing forth put-downs of beautiful people and hallowed institutions. But the old hostilities came back, driving us to tranquilize ourselves with "The MAD Nasty Book—Volume III" (MAD #231). Now we've discovered that inflicting this kind of trash on our readers at regular intervals has caused most of them to drift away, which makes us feel even more angry and inferior. You can probably guess the rest without our having to tell you that all of our pent-up steam is now bursting forth in...



# THE MAD NASTY BOOK VOLUME FOUR

ARTIST: HARRY NORTH

WRITER: TOM KOCH

## RICHARD PRYOR



1. ...has shown the ability to laugh at his own misfortune. That's beside showing the ability to create his own misfortune.
2. ...does more racial jokes now that he's off cocaine long enough to discover what race he belongs to.
3. ...is striving for perfection—mainly a joke that contains every four-letter word in the English language.
4. ...is a lot like Lenny Bruce, except that Lenny Bruce used to go to jail for being that way.
5. ...talks a lot about being an oppressed minority, but seldom mentions that he lives in Beverly Hills.

## NUCLEAR POWER PLANTS



1. ...are terrifying because they make electricity with the same American know-how that Detroit uses to make cars.
2. ...provide a reduction in electric bills, mainly for people who no longer use electricity because they've died of radiation poisoning.
3. ...are run by the same utility companies that send you those monthly bills with all the mistakes on them.
4. ...are 99% foolproof, which is another way of saying they'll probably only wipe out one city in a hundred.
5. ...are only healthy for those who get exercise in the fresh air while picketing them.

## BROOKE SHIELDS



1. ...is the only actress in Hollywood who's too young to see her own "R" rated movies.
2. ...is living proof that a person with eyebrows like Groucho Marx can be this generation's reigning sex symbol.
3. ...says she has high morals in her private life, and only appears nude when millions of people are watching.
4. ...is the only person ever to appear on the Merv Griffin show whose comments were less thought-provoking than Merv's.
5. ...was once rated a "10"—but that was on an I.Q. test.

## PRINCESS DIANA



1. ...has one thing in common with Queen Elizabeth: horrible taste in hats.
2. ...is the most beautiful woman in the Royal Family, which is sort of like being the most powerful football team in Alaska.
3. ...already possesses the only talent necessary to be Queen. She can wave without bending her fingers.
4. ...has the kind of fixed smile that one usually sees on dental patients before the novocaine wears off.
5. ...has a mind of her own. Fortunately, she doesn't seem to object to going through life without using it.

## "LOVE BOAT"



1. ...gives us a chance to see our favorite glamorous stars of the 1950's as they now look with toupees and false teeth.
2. ...is obviously fiction because no real ship operated by those idiots could find its way out of the harbor.
3. ...weaves three different story lines together on each show in hopes we won't notice that they're all lousy.
4. ...is much like a luxury cruise aboard the "Titanic", except that it only takes an hour to sink.
5. ...has one unique feature: the passengers on the ship never get seasick, but the viewers at home always do.

## FERNANDO VALENZUELA



1. ...never gets nervous when he pitches in the World Series because nobody tells him it's the World Series.
2. ...has only one thing in common with Babe Ruth...his belt size.
3. ...has taught one lesson to his countrymen: Any clod can enter the U.S. legally ■ he's able to throw ■ baseball 95 miles an hour.
4. ...always has a sunny disposition because he's never read a newspaper to find out how bad things really are.
5. ...is the father of a two-year-old baby that already speaks better English than he does.

## COLONEL KADDAFI



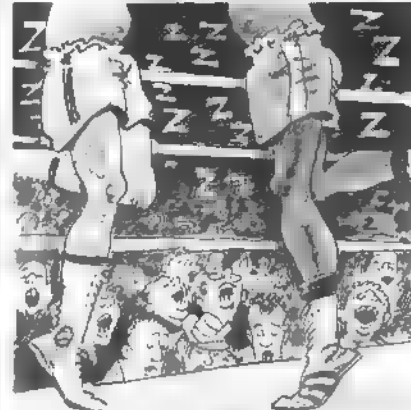
1. ...invites a lot of terrorists to Libya because it makes him feel inferior to hang around with sane people.
2. ...is such a thoroughly disliked Arab fanatic that even the other Arab fanatics don't like him.
3. ...couldn't pass the exam to become a brigadier general, even though he gave the test to himself with permission to cheat.
4. ...has an economic theory that works fine—it you only use it in a country that has a wealth of oil and hardly any people.
5. ...is living proof that doctors' are right when they warn against staying out in the desert sun too long.

## PHYLLIS SCHLAFLY



1. ...looks a little like Minnie Pearl, but has a sense of humor more like Alexander Haig.
2. ...offers proof that our American way gives even a simple small town girl a chance to screw up major national issues.
3. ...always wears frilly housedresses so people will know she's not one of those butch weirdos who favor women's rights.
4. ...is still mad because Gloria Steinem refused to print her recipe for blueberry popovers in "Ms".
5. ...thinks it's too early to pass the Equal Rights Amendment when we've only had 121 years to see if the Emancipation Proclamation will work.

## LARRY HOLMES



1. ...probably took up boxing to discourage boyhood chums who made suggestive inferences about his cute lisp.
2. ...is the first heavyweight champ to have a knack for putting the crowd to sleep while his opponent is still awake.
3. ...wants the whole world to love and respect him, and he's prepared to flatten anybody who refuses to.
4. ...got where he is by whipping Jerry Cooney and 26 other bums who were even clumsier.
5. ...has one incredible talent: he is black—and completely colorless at the same time.

## ED ASNER



1. ...is the only TV star who ever gave up fame in the United States to achieve fame in El Salvador.
2. ...has succeeded in putting across only one important social message: fat men aren't necessarily jolly.
3. ...expanded his crusade to Nicaragua because he's determined to meddle in the business of other countries until he gets the hang of it.
4. ...learned everything he knows at the Jane Fonda Institute of Political Theory.
5. ...used the Presidency of the Screen Actors' Guild as a stepping stone to unemployment.

## RECORD CLUBS



1. ...will give you your first ten monthly selections for a penny if you'll agree to accept the next sixty at no-discount retail prices.
2. ...always give you three alternate selections for the month, one each by Erlene Mandrell, the Harmonicists and Sha-Na-Na.
3. ...are slightly easier to resign from than the Foreign Legion, but a bit harder to get out of than an Iranian jail.
4. ...offer a good way to invest a little money each month, assuming you think that records nobody wants are a wise investment.
5. ...have been judged legal because it's not outright fraud to take advantage of your ignorance.

## GEORGE STEINBRENNER



1. ...is such a believer in Democracy that he's letting all the people in the country take turns managing the Yankees.
2. ...regrets that he was born 50 years too late to trade Babe Ruth away for a minor league infielder.
3. ...is the kind of person who'd scream at his kid for only getting a B+ in the same subject that he once flunked.
4. ...gave up his dream of becoming President of the U.S. after he heard that the President isn't allowed to fire Congress.
5. ...proves that America is a land where any person with poor judgement and a rotten disposition can make it big.

## MARGARET THATCHER



1. ...is considered good looking in a country that also has given us Marty Feldman and Mick Jagger.
2. ...makes frequent trips to the U.S. because the type of clothing she wears is only available at K-Mart.
3. ...did so well in the war against Argentina that she plans to move up to a second-rate opponent next time.
4. ...sends her hair out to be done at the same shop that lacquers Howard Cosell's toupee.
5. ...is even more conservative than Ronald Reagan, which may explain why Britain's recession is lasting longer than ours.

## CABLE TV



1. ...now operates 24 hours a day so we won't have to miss the third rerun of the 1967 Swedish Open Golf Tournament.
2. ...will excite you with a five-second glance at nudity at a cost of only \$32.00 a month.
3. ...provides you with the opera, ballet and all the other cultured stuff you've been trying to avoid all your life.
4. ...covers the local baseball team's home games, which is nice unless your local team is the Minnesota Twins.
5. ...charges us to watch the same movies we'd switch off if they were shown for free on regular commercial television.

## JOHN McENROE



1. ...always wears a tight head band, but it doesn't seem to have prevented his brains from jarring loose.
2. ...only acts macho when he's picking a fight with some tennis official who's over the age of 70.
3. ...took up tennis because guys who throw tantrums get their teeth knocked out in most other sports.
4. ...may be the only person in the world who can make Jimmy Connors seem like a cultured gentleman.
5. ...is one of the world's few eligible millionaires that no girl would dare take home to meet her parents.

SONY BALONEY DEPT.

# A MAD LOOK AT

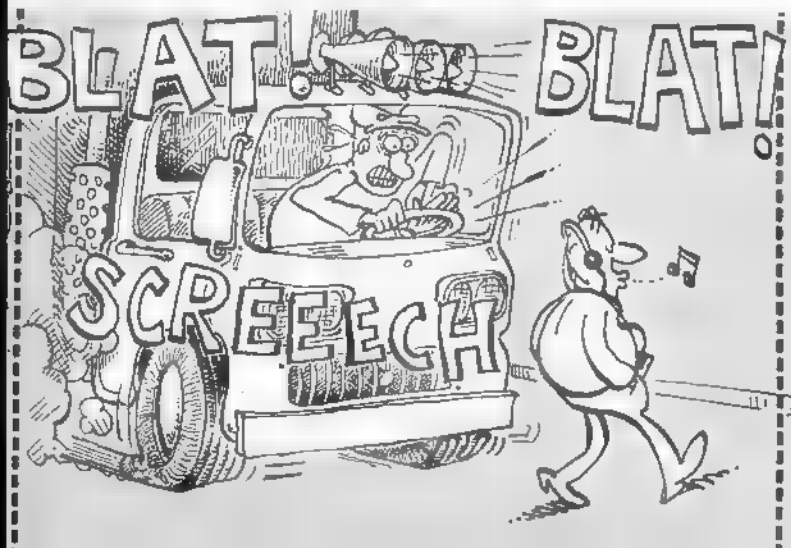
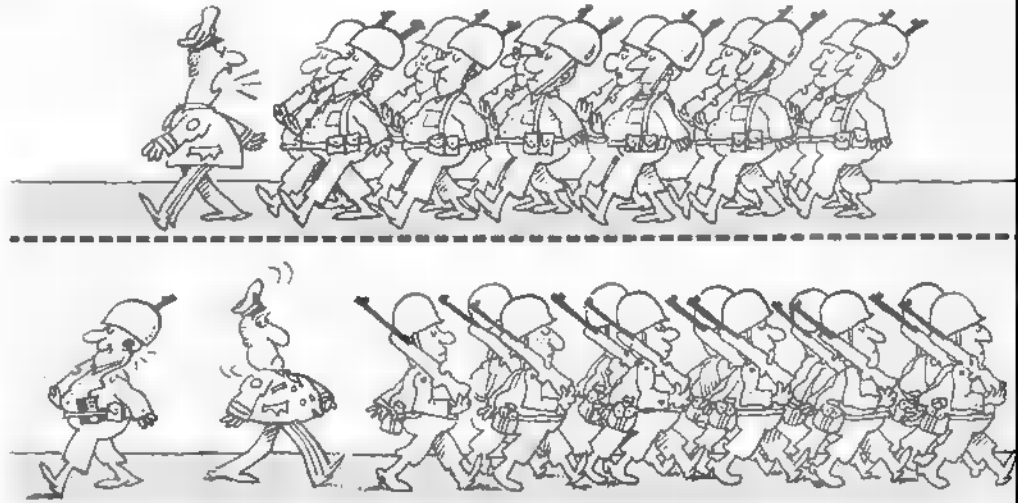
ARTIST: SERGIO ARAGONES





# THE WALKMAN

WRITER: FRANK JACOBS



ARAGONE'S 83

# ONE FINE DAY CROSSTOWN



Here goes our version of the TV weekly series that has many similar elements to one of last year's popular teenage cult movies...but with none of the vitality, none of the excitement and, mainly, none of the sex! Well, what can you expect from a show that features two droopy-looking females affectionately known as the

# Square Dregs

ARTIST: MORT DRUCKER

WRITER: ARNIE KOGEN

What do you say, Gang? Let's organize a Pep Rally!!

Man, like, Pep Rallies make me barf! Like, I'm going to the, you know, Shopping Mall to buy some leg warmers!

The Shopping Mall?! Count me out, Babe! I'm gonna catch the Sly Stallone Film Festival at the Cineplex!

Oo-ee, boy, your brain is under strain! The place to be is ■ Sister Sledge Concert!!

See? They still have Mandatory Integration at this school!

You mean Court Ordered Integration??

No...NETWORK Ordered Integration! They've bussed in every High School cliché character from every movie and TV show for the past ten years!

Looks like ■ thunderstorm's coming, Pitty! Quick, let's get inside!!

Gee...what's the hurry???

I don't want LIGHTNING to strike my BRACES!



Hey, look!!! The results are in! An I.Q. of 194!!

Wow! Outta sight! Who got it??

**EVERYBODY!!** That's the I.Q. for the **ENTIRE SCHOOL!**

Lardo, have you noticed how **different** we are from the rest of the student body...?

Yeah! All the other female students **HAVE** a body! **WE DON'T!**

I mean...we seem to be the **only two, bright, wholesome teenagers** in a school full of punks, valley girls, new wave freaks and class clowns!

Makes you **stop and wonder, huh?**

About what??

About **why** we're spending an **entire TV series** trying to fit in with **THEM!**



Just don't forget our goal, Lardo: To be the most **popular girls** on campus...and to stay around here for **FIVE YEARS!!**

It only takes **FOUR** years to graduate!!

Yeah...but **FIVE** years to go into **TV SYNDICATION!!**

I figure if we play our cards right, we can become **MILLIONAIRES** like Laverne and Shirley!

You're out of your skull! The two of us just don't "have" it!

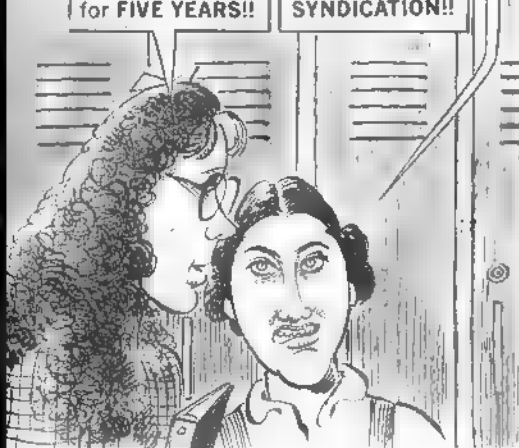
You mean—we're not that funny?

Also, we're not that attractive!

Okay! So we're **NOT** such fantastic-looking chicks! We **DO** have some **OTHER** rather unique qualities!

Oh, yeah?! Like what...?

Well, like you've made **WHINING** into an **ART FORM!**



I really can't understand why we're not more popular... why we don't have **MORE DATES!**

**Especially YOU, Pitty!** You're witty, intelligent, a great conversationalist, and really knowledgeable in current events!

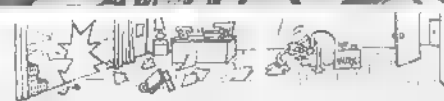
Yeah? **THAT** may be the **REASON!** Guys want to date **CHRISTY Brinkley**, not **DAVID Brinkley!**

I—I'd do **ANYTHING** to be popular!!

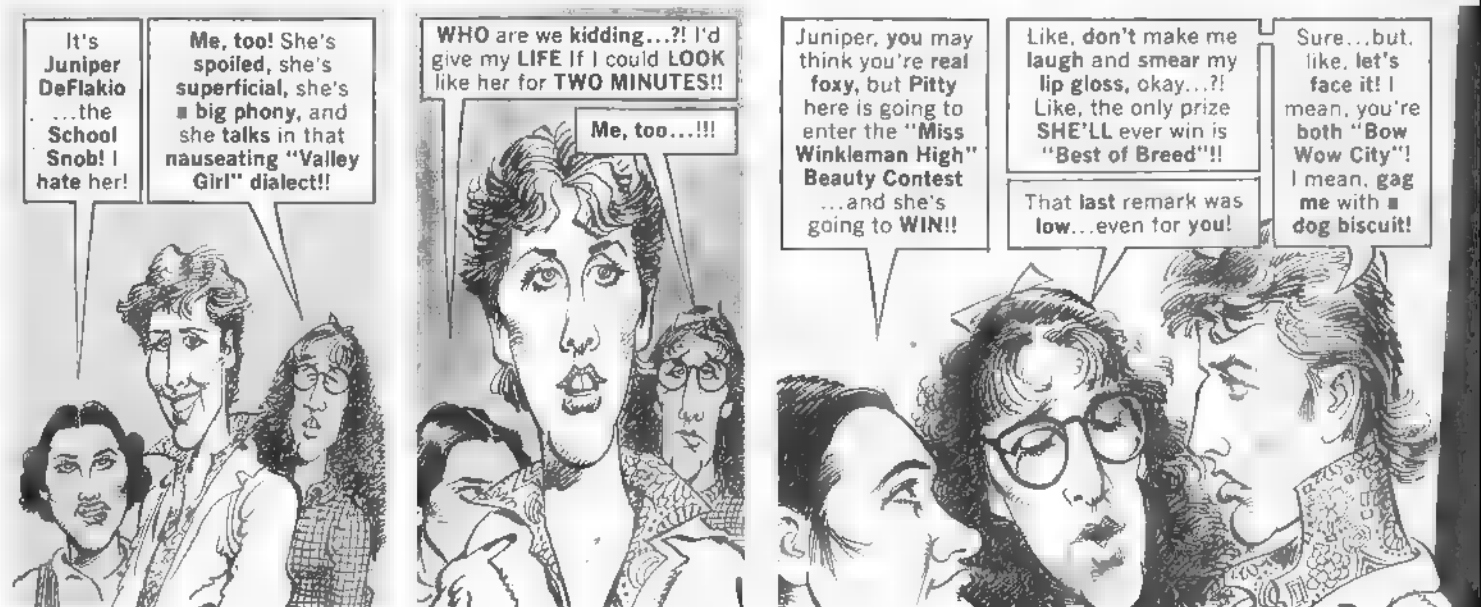
**ANYTHING???** Even **YOU** **KNOW WHAT??**

**Sure!!** Even **SMOKE CIGARETTES!**

I take back what I said about being intelligent!







Hey, Gang! Pitty is entering the "Miss Winkleman High" Contest... and since we're her closest pals, she'll need our support and our enthusiasm!

She'll need ■ **lot MORE** than support and enthusiasm! She'll need ■ **Victoria Principal MASK**—and **EXTENSIVE SURGERY!!**

Hey, I dig contests! I may enter the "Mr. World" competition!!  
**YOU... Mr. World...?!**

Yeah... but **FIRST** I gotta figure out what world I **BELONG TO...**

What uplifting "close pals" we picked: the "Class Clown" and a spaced-out "New Wave Freak"!

Next to them, Lennie and Squiggy are John Houseman and William F. Buckley!!

SOPHIE, THAT DRESS IS REALLY U!

Let's face it, Lardo! A drippy nerd like me just doesn't stand a chance in that contest!

Don't be silly! **GO** for it!! It's the only way to impress that sexy hunk, **Larry Dazzle!!**

**Larry Dazzle?** The cutest guy in the whole school? He doesn't even know I'm **ALIVE!!**

Hi, Pitty! How's it goin', kid?

Gulp! Er... Hi, there, **Larry!!**

Hey, what say I pick you up Friday night and we go out cruisin' for some girls?!

Well, at least he knows you're **ALIVE!!**

Yeah, but he doesn't know what **SEX** I am!!

You can't **RUSH** these things! It's one step at a time!!

105

FULL NELSON

HALF NELSON

Hey, Pitty! Like, I hear you've got the hots for **Larry Dazzle**, okay?! Like, I mean, gross me out!!

Juniper... **Valley Girl** talk has been dead for a year! Try talking in English!

Like... I **CAN'T!** But my friend, **Latoya**, can! Like, explain it to her, **Latoya...**

Well, shoot, girl, that dude you're eyein' is the main man of this foxy chick! So, like, grab some smarts and cool it, or this street-wise lady is gonna give you ■ high five to the head! You dig? Now, I'm late! I gotta split for class!

What class is she going to?

I think she's a **COMMUNICATIONS** Major!

Hey, how come you're seein' another guy?!

'Cause, like, the two of us go well together, okay?! Like, **Larry's** got eyes that match all my outfits, okay?! I mean, except when I wear, like, **plaid...**



Y'know, Babe—when you talk logic like that, it really gets me **HOT!** How about some **SEX?**

How come, on this entire series, there's been **NO SEX AT ALL?!**

Like, read a paper, Vinnie!! This is "The Early Evening Time Slot" on **CBS!** I mean, like, what do you expect...?

**CBS...?!** Early Evening Time Slot ...?!! I expect "**SIXTY MINUTES**"!! I expect **INTELLIGENT COMEDY!!** I'm not getting **EITHER!** So how about some **SEX?!!**

Like **N-O...NO,** Vinnie! Okay?!

I'm so nervous, Lardo! The contest is only a few days away!

Let me be your "**Beauty Coach**"! I've read every issue of "**Cosmopolitan**" since I was six! Now—if you're going to **WIN**, you've **GOT** to get rid of those **GLASSES!**

But...I can't **SEE** without them!

So try **CONTACT LENSES!**

**NOT** contact lenses with **FRAMES** on them!!

According to **Cosmo's "Beauty Guide"**...we can create a "**whole new you**" in a few days!

First of all...you're too **skinny!** Let's put some **flesh** in the right places!

Next...let's get rid of that **dopey hair style!!**

And last...let's cosmetically **straighten** your mouth and lips!

**THERE...!!** It's a **whole new you!!**

You idiot! It's worse! Now I look like **YOU!**

Pitty, are you saying **YOU'RE** more attractive than I am?!

Let me put it this way: I wasn't elected this year's **Poster Girl** for "**Save The Whales**"!!



Attention, group! The contest odds are now 135 to 1 for Juniper!

We mustn't give up hope, Gang! There's always the "Talent" competition!

Word is that Juniper plans to wear sexy leotards and dance to "Let's Get Physical"! What have you got planned, Pitty?

I'm planning to discuss "How To Assure Passage Of the Bilateral Nuclear Freeze" ...in French!

The odds are now 160 to 1!

HMMMM...

You may have LOST, but you didn't do so bad; Pitty! At least you were in the TOP TEN!

Yeah...! You DID come in EIGHTH!!

Big deal!! There were only SEVEN contestants!

CONTEST

HMMMM...

I've never been so humiliated!

I know how you feel! They asked me to come back to school next year, but they're not sure if they want me back as a student ...or as a new building annex!

I'm sorry, Lardo... I can't take another year of this...!!

You won't have to! I hear that they're bringing in a BRAND NEW PRINCIPAL who's changing EVERYTHING around!!

HMMMM...

Attention, students! This is your new Principal! You have NOT lived up to STANDARDS that are EXPECTED of you!!

What? We haven't lived up to STANDARDS!? A cabbage could pass an exam in this school!

NOT Academic Standards! COMEDY Standards, which have been established by such classic shows as "Mr Peepers," "Our Miss Brooks," "Room 222" and One other! Standards I have sworn to uphold!!

HMMMM...

So I'm making a few small changes! First of all... I'm going to open and close the show with a cute joke!

Next...the Valley Girl, the New Wave Punk, the Class Clown and the two Nebishy, Nitwit Girls are OUT!!

I'm replacing them with zany loveable, Hoodlum Students with tough New York accents!

You...the Italian Kid! You can stay, but you gotta learn to dance like Travolta!

And you...the Black Girl! You can stay too, but you gotta change your sex!!

Jointy, what do you think of Mr. Kotter, our new Principal?

Totally different head?

THIS IS THE END... YEAH! YEAH! 7



**WHERE SHOULD  
MOST MODERN  
CLASSIC  
EXPLOITATION  
HORROR FILMS  
BE KEPT?**

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Today's "Horror Film" is a special art form, and it deserves a special place all its own. To find out exactly what that place is, fold in page as shown.

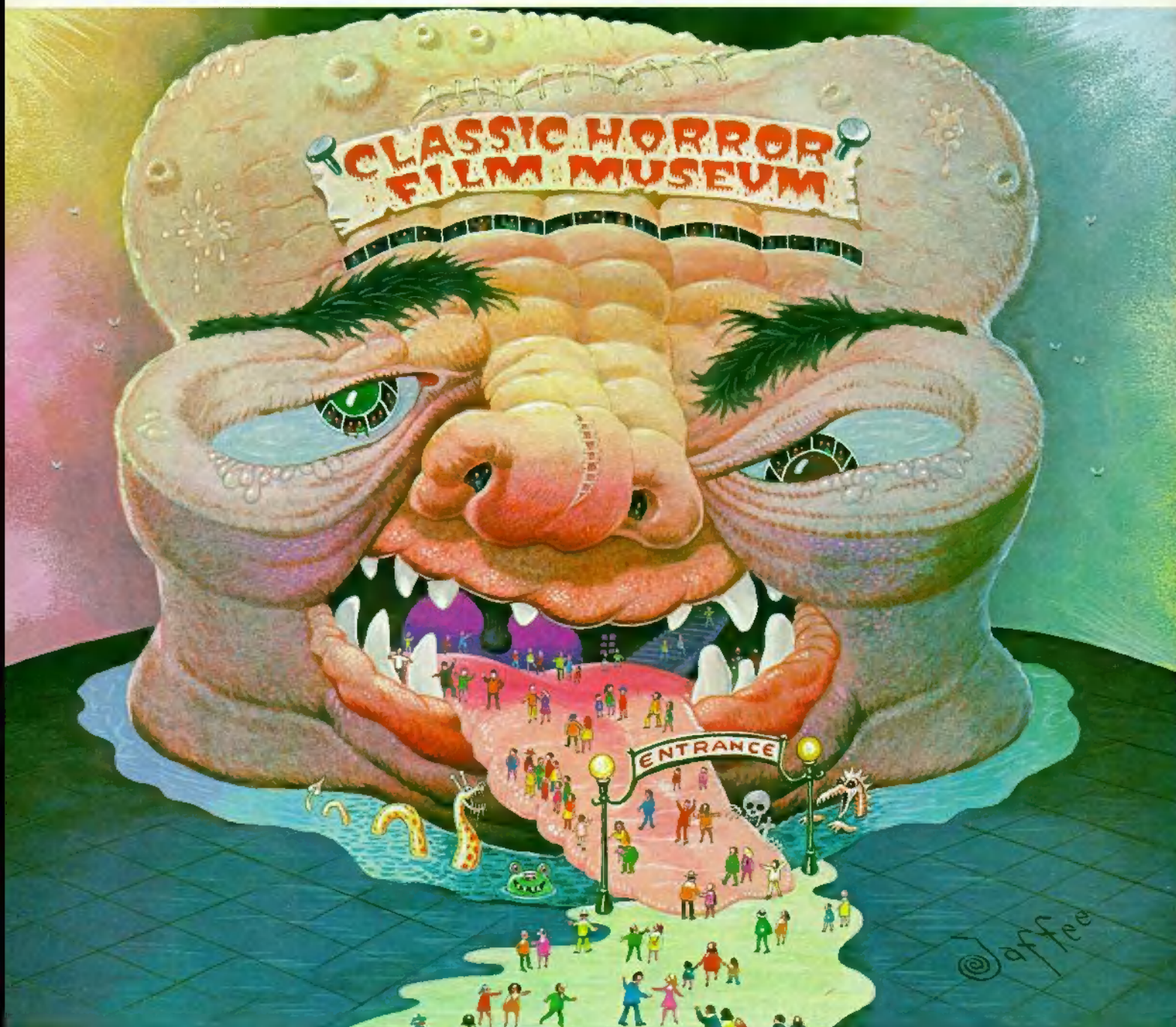


FOLD PAGE OVER LIKE THIS!

A)

FOLD THIS SECTION OVER LEFT

B) FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:  
AL JAFFEE

INTEREST IN "HORROR FILMS" IS GROWING  
THROUGHOUT THE WORLD. WE MUST MAKE SURE  
CARE IS TAKEN TO STORE THESE CLASSICS IN  
A SAFE PLACE FOR FUTURE FILM FANS.

A)

B)



